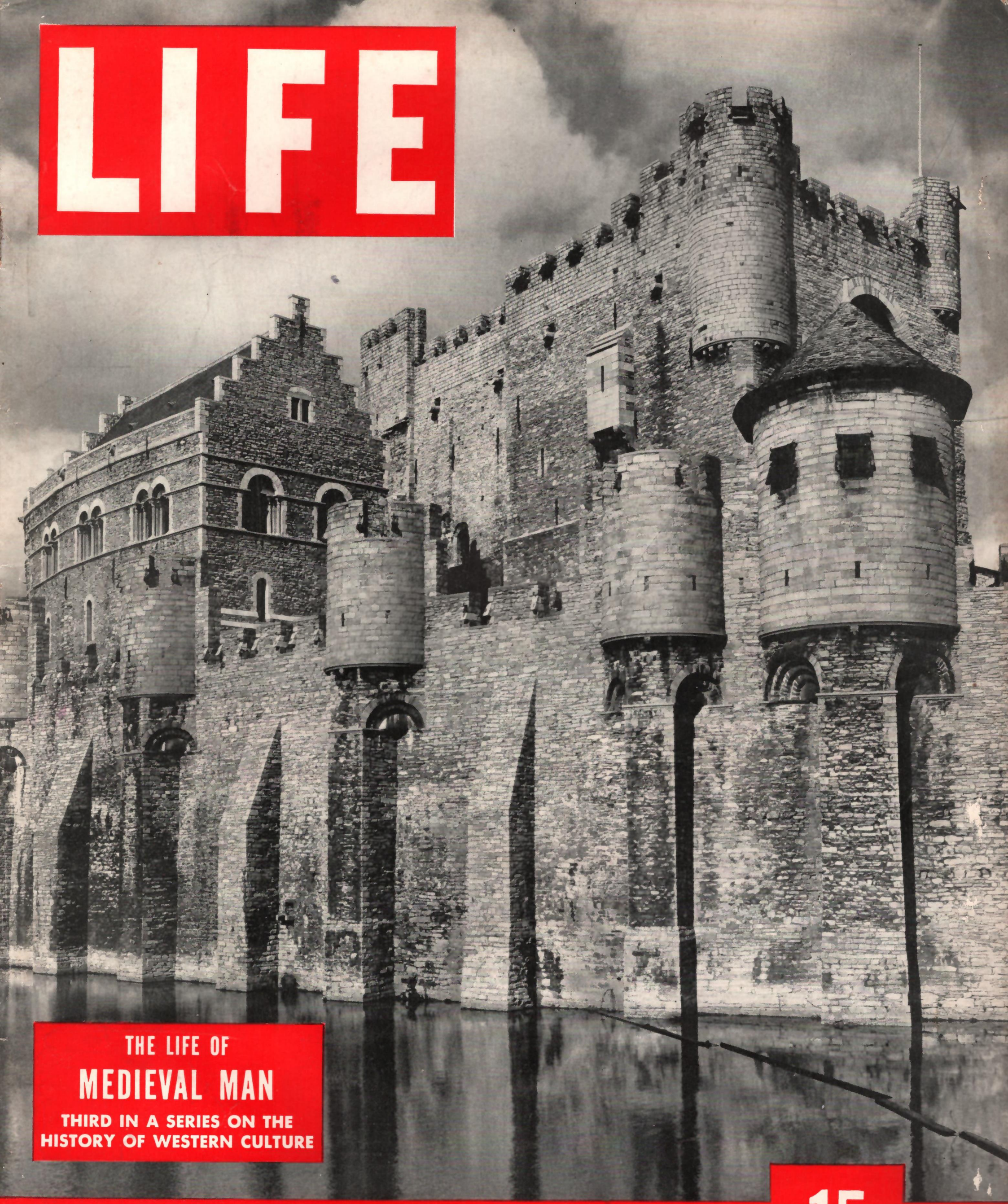
LIFE



THE LIFE OF MEDIEVAL MAN

THIRD IN A SERIES ON THE HISTORY OF WESTERN CULTURE

MAY 26, 1947 15 CENTS

YEARLY SUBSCRIPTION $5.50

REG. U. S. PAT. OFF.

if gasoline were sold in crates . . .

you would expect to see labels giving specifications, information about quality, and ingredients pasted right on the crates. However, since you take gasoline home in your own gas tank, there's no way to actually label each gallon you buy. That's why oil companies put "Ethyl" trade-marks on their pumps. The familiar yellow-and-black emblem means that they have improved their best gasoline with "Ethyl" antiknock compound—the famous ingredient made by the Ethyl Corporation to step up power and performance. *Ethyl Corporation, New York.*

look for the **ETHYL** trade-mark

Make a wish! Little Bette Daly (third from the left), just four, may well wish that she grows up to be as pretty as her Mommy. She's well on the way toward having her "model" mother's sparkling smile! For Betty, knowing today's soft foods often rob gums of exercise, sees to it that the Dalys use Ipana Tooth Paste—specially designed, with gentle gum massage, to help gums become firmer, teeth brighter.

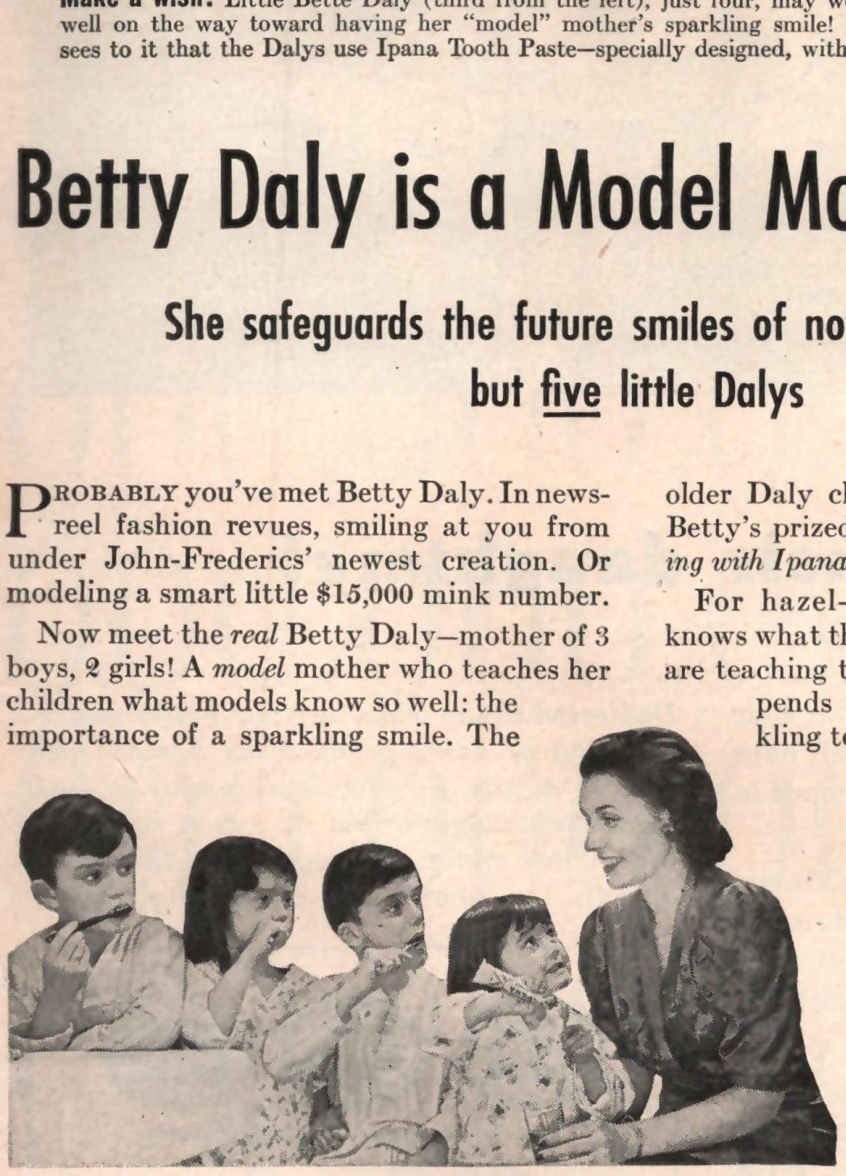
Betty Daly is a Model Mother – five times over!

She safeguards the future smiles of not one, not two, but five little Dalys

PROBABLY you've met Betty Daly. In newsreel fashion revues, smiling at you from under John-Frederics' newest creation. Or modeling a smart little $15,000 mink number.

Now meet the *real* Betty Daly—mother of 3 boys, 2 girls! A *model* mother who teaches her children what models know so well: the importance of a sparkling smile. The older Daly children, in fact, already follow Betty's prized dental routine: *Regular brushing with Ipana, then gentle gum massage.*

For hazel-eyed, brownette Mrs. Daly knows what thousands of schools and dentists are teaching today—that a radiant smile depends on sparkling teeth. And sparkling teeth call for firm, healthy gums.



Reading from left to right, Jere, Joan, Jackie and Bette listen to Mrs. Daly explain proper care of teeth and gums. Sensitive gums, among adults, often herald their warning with "pink" on your tooth brush—a sign to *see your dentist.* Let *him* decide whether yours is simply a case for "the helpful stimulation of Ipana and massage."

Product of Bristol-Myers

Peace and quiet descend on the Daly household in Jackson Heights, N.Y., after the youngsters have their nightly workout. Nightly, their gums, too, get a workout—with Ipana and gentle gum massage. Because 7 out of 10 dentists recommend gum massage, as shown in a national survey (*and dentists, 2 to 1, prefer Ipana for their own use!*) But let *your* dentist decide whether and how to massage your gums.

Firmer gums, brighter teeth—with Ipana and Massage

What a difference from their daughters!

From middies to "midriffs"—bloomers to bobby socks! There've been some changes, all right, in the past generation. More, in fact, than you might suspect. For one thing—Betsy Co-ed's grown a good bit *taller* since mother played center on the basketball team!

Today's average college girl has added an inch and a half over the class of thirty-odd years ago. That's what the measuring yardstick at Vassar, Smith and Barnard shows. And the University of California reports the increase often touches two inches!

This doesn't mean we're raising a race of Amazons. The average height of men has been going up, too. But it does mean younger folk have better *foods* to "grow on" than their parents ever did. And these better foods have come about through forward strides made in the laboratory.

Many of them are developments of National Dairy Laboratories—for the very good reason that milk, nature's most nearly perfect food, offers virtually all the raw materials of modern nutritional research.

Fortunately, National Dairy is organized to turn the findings of such research into the reality of new foods. The efforts of a great team of experts are combined to bring you better foods—and more of them—than mother ever dreamed of when *she* was a girl!

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.

NATIONAL DAIRY Kraft PRODUCTS CORP. · NATIONAL DAIRY Sealtest PRODUCTS CORP. · NATIONAL DAIRY Breyers PRODUCTS CORP.

These brands assure you of highest quality

NATIONAL DAIRY
PRODUCTS CORPORATION

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Is that MY voice?

Yes'm. That figure 1 up there, with hundreds of zeros trailing after it, represents the number of times your voice is amplified on a Long Distance call from New York to San Francisco. Even on shorter calls, the total is tremendous.

The reason is that the current which carries your voice gets tired of traveling. So every few miles vacuum tube "repeaters" refresh your voice by boosting its power as much as a million times.

The Bell System uses many such tubes for Long Distance service—from peanut size to big three-footers for overseas telephony. As a result, you can talk across the country as easily as across the street—and reach people in almost every nation of the world.

BELL TELEPHONE SYSTEM

Who is she?

this exciting woman whose look is so naturally fresh? It can be you—if you know that *invisible*, creamy-white DuBarry Foundation Lotion is the first step to *any* kind of make-up because it protects your skin—gives it a sweet dewiness that sings through. Thousands of DuBarry Success School* graduates use Foundation Lotion as a perfect make-up base... for it is *not* absorbed by the skin...leaves a delicate, shielding film that lasts through the day. Your very first chance, try DuBarry Foundation Lotion for a look so lovely that men turn and whisper..."Who Is She?"

**The DuBarry Success School offers you a free Success-O-Plan. Get your copy of this easy-to-follow plan to greater loveliness from your DuBarry dealer.*

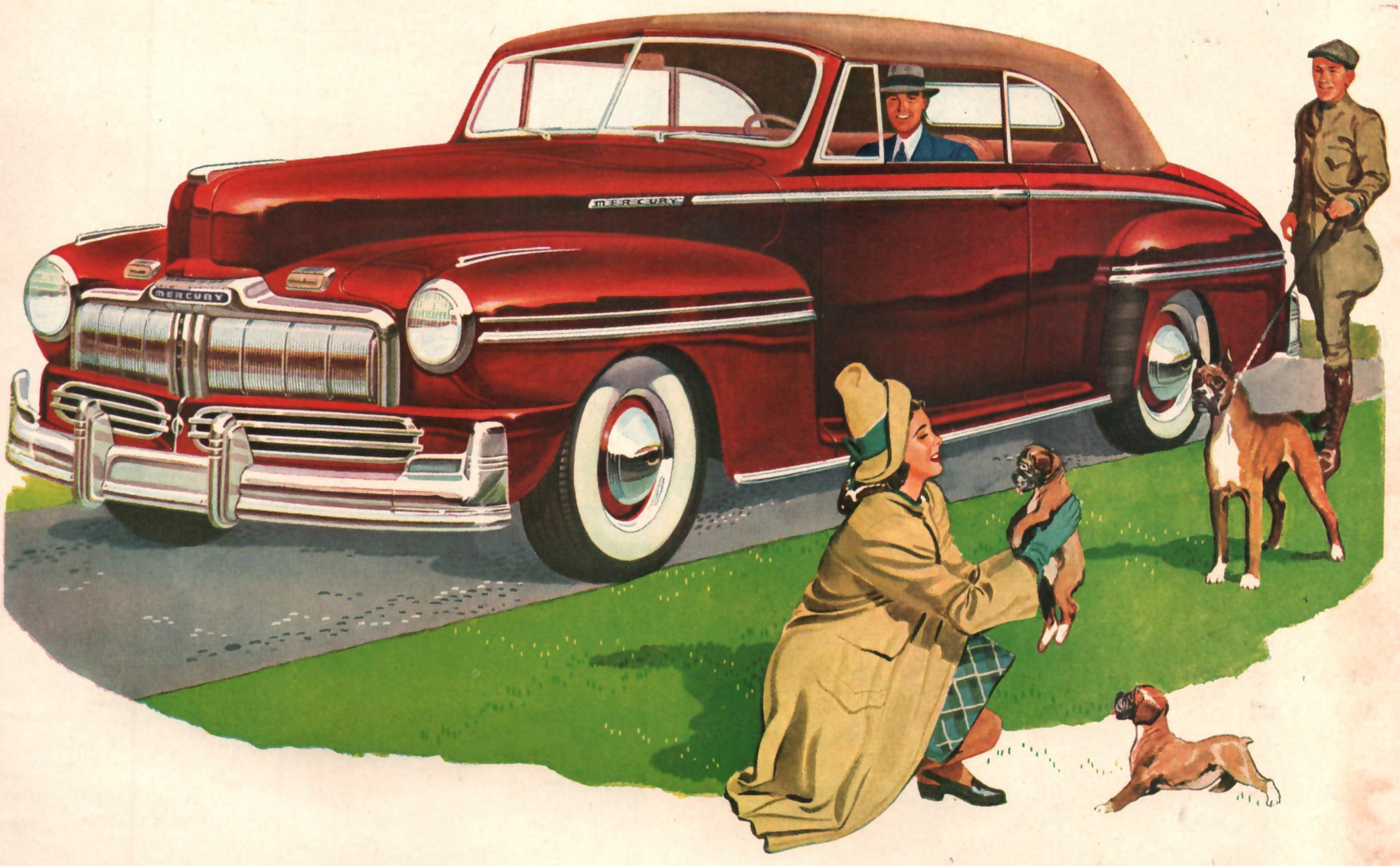
DuBarry

Beauty Preparations by Richard Hudnut New York • Paris

Don't miss Jean Sablon... every Saturday evening over CBS.

Dress by Adele Simpson • Hat by Charnda

When available, white side wall tires at slight extra cost.



MORE OF EVERYTHING YOU WANT WITH THE 1947 Mercury

Like a champion show dog, or thoroughbred horse, Mercury has a truly distinctive beauty that reflects perfection all the way through. And all over America it's love at first sight because Mercury again gives you *more* of everything.

There's a new massive, yet *graceful* look to the hood—with every line smoothly flowing to the rear . . . blending into a modern, clean-cut, beauty.

Inside, there's a feast for your eyes, too. Smart new upholstery materials, handsomely

Touch a button—top goes down!

tailored with every fitting, every detail showing careful design, fine workmanship and excellent taste. You're more comfortable, more at home with this new Mercury—it's so roomy—so restful—so relaxing to ride in.

Full of life—and thrift, too!

As for more economy and more of that famous Mercury *liveliness*—well, you'll see why we continue to say, get *more of everything you want with the 1947 Mercury.*

MERCURY—DIVISION OF FORD MOTOR COMPANY

You'll find yourself in a new world of *fun* with "P-F"! The X-Ray picture shows you just why. For here is an exclusive built-in feature that revolutionizes canvas shoe comfort! Look at all the new models... many in color, in styles to please the whole family! See them today. Remember to insist on "P-F" Canvas Shoes!

Everything you do is more fun with "P-F"

Oxfords, in all white or blue—in styles to suit the needs of children to grown ups.

The scientific foot protection that guards against flat feet, puts extra pep, spring and endurance in your legs.

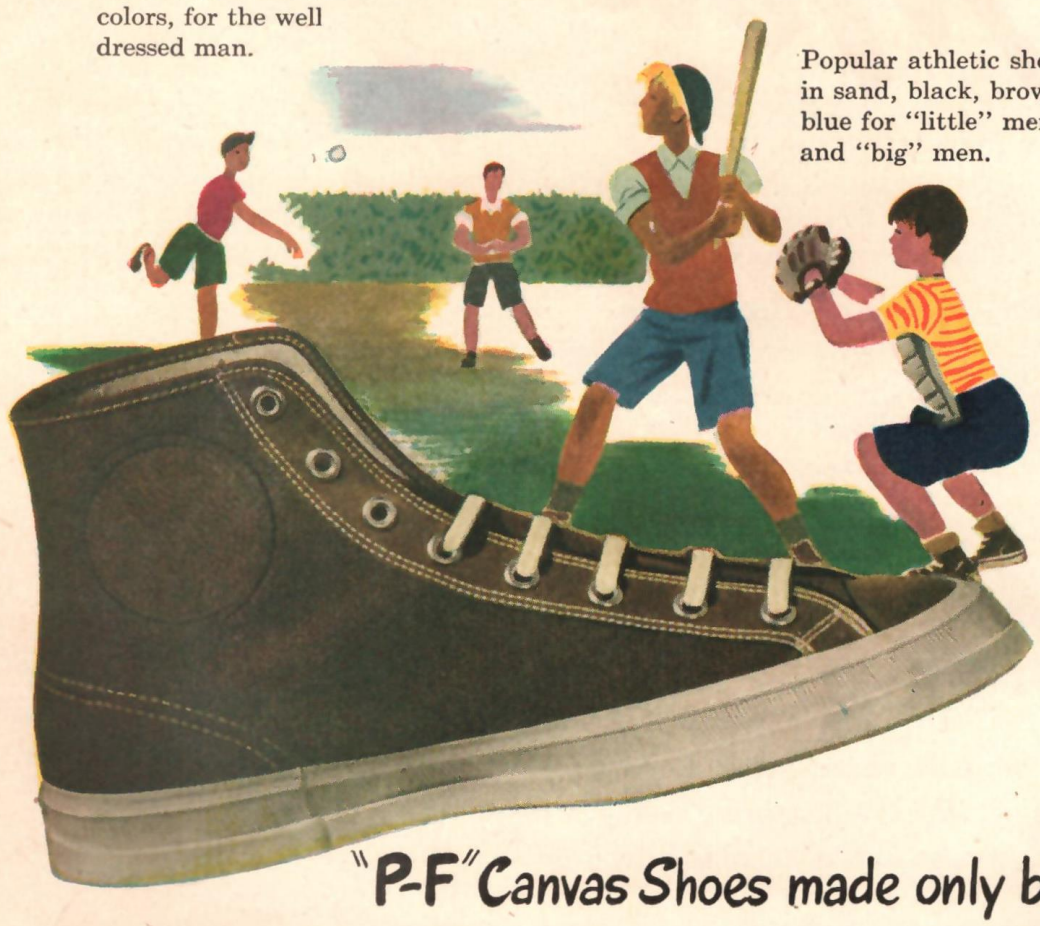
1. This rigid wedge gives the bones of the foot proper orthopedic support, keeps them in their natural, normal position.

2. The sponge rubber cushion assures comfort for the sensitive area of the foot.

***"P-F"** means Posture Foundation*

*Trademark

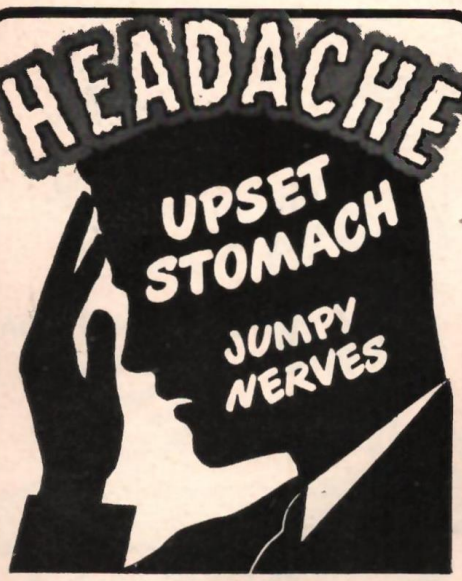
One of several sport oxfords in white or colors, for the well dressed man.



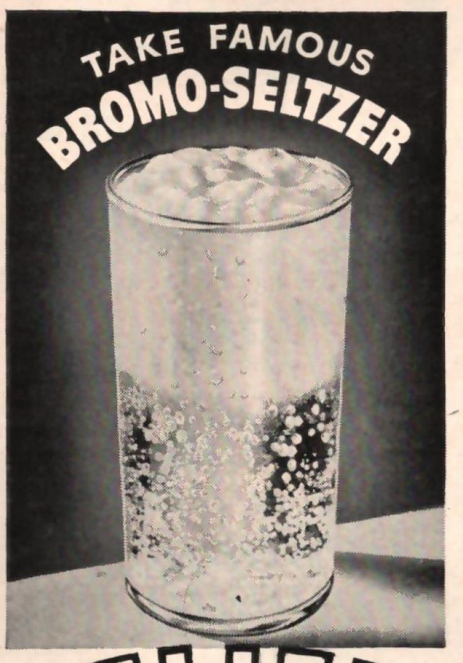
Popular athletic shoes in sand, black, brown, blue for "little" men and "big" men.

Attractive moccasin type oxfords in blue, brown, beige, white—for growing children.

"P-F" Canvas Shoes made only by B.F. Goodrich and HOOD RUBBER CO.



TAKE FAMOUS
BROMO-SELTZER



RELIEF!

Headache, upset stomach and jumpy nerves . . . all may hit you at the same time. So, for quick help, take Bromo-Seltzer . . . the 60-year favorite that fights ordinary headaches *three* ways:

1. **Relieves pain of headache**
2. **Relieves discomfort of upset stomach**
3. **Quiets jumpy nerves**

which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action . . . ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter *today*. Compounded in four convenient home sizes by registered pharmacists.

For **FAST** *headache help*

BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

LETTERS TO THE EDITORS

SOME SHOUTS FROM VOUTS

Sirs:

It may reassure you to know, when you grow old and feeble, that, unlike the Voutians (LIFE, May 5), there will be some present teen-agers who will try to conduct the world civilly. They will be the ones who take advantage of college as a place for serious work and study. Doesn't it seem shameful to you that the over-crowded colleges are not put to better use?

CAROLYN CANHAM
SYLVIA BERNARD
Waban, Mass.

Sirs:

Tulane students are taking immediate steps to ship the whole shebang of beetle-brained smelloroony "Voutsters" on to L.S.U.

HARRY H. HOWARD
Tulane University
New Orleans, La.

Sirs:

Physical chastisement may be frowned upon by child psychologists, but it does seem that a resounding whack smack with a snap strap on the seat meat of such ants pants as these Voutians would be aurightaureenie. What say, O'Day?

R. L. SCHARRING-HAUSEN
Hopewell, N.J.

Sirs:

I'm glad to see (and that means me)
That LIFE can shout that it's MacVout.
For there's no doubt that LIFE will
rout
All squares and mares from all the
fairs
and even jive what Della wears.
'Cause all cats know, to be a Joe
Don't take no dough, or gold to show
But if you're sent and really went
Your chain's not *linked*, MacNeal,
it's *bent!*

Just one more thing these cats do
wrong:
Their skinned goodbye is much too
long.
Besides, that's how you say, "*Hello*"
And is UNgroovy when you "go."
The thing to say for right-of-way
Is: "Toe me Joe, before I go."

CONTINUED ON NEXT PAGE

For the convenience of LIFE's non-subscribing readers

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- TO SEE THE WORLD . . .
- TO EYEWITNESS GREAT EVENTS.

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L-5-26 540 N. Michigan Ave., Chicago 11, Ill., or give this coupon to your newsdealer

LISTERINE TOOTH PASTE HELPS CLEAN MANY OF THE DANGER SPOTS

WHERE 3 OUT OF 4 CASES OF DECAY START!

Just as sure as April showers bring May flowers, so does good care in childhood make for better teeth later in life! For years now, preventive dentistry has been discovering important facts about tooth decay. For example . . . according to some authorities more than 3 out of 4 cases of decay begin in tiny little flaws or imperfections in the enamel.

Because it's only good Oral Hygiene to clean these places, Listerine Tooth Paste contains a special ingredient for this special purpose! Scientists, working for a company with 60 years experience in the field of Oral Hygiene, created the Listerine Tooth Paste formula. It is really a cleansing "Prescription for Your Teeth" that helps clean many of the danger spots which might be missed by a less efficient dentifrice! So don't be misled by the claim that "all dentifrices are alike." Listerine Tooth Paste *specializes* in helping to clean many of the very places where decay most often starts! To get Listerine Tooth Paste's important cleansing action; be sure to get . . . *Listerine Tooth Paste* . . . today!

LAMBERT PHARMACAL CO., *St. Louis, Mo.*

If you prefer Powder, ask for Listerine Tooth Powder—on sale at all drug counters.

RIGHT...FROM THE START!

Here's The Modern Way to Feed Meat and Vegetables to Baby!

FOR BABY'S ALL-IMPORTANT FIRST YEAR, doctors advise a well-rounded variety of meats and vegetables. Now it's so easy . . . with Campbell's Baby Soups! For they provide *all* the meat, *all* the vegetables Baby needs . . . in nutritionally balanced combinations! Treat Baby to chicken, lamb, liver, beef, each with its own specially selected vegetables and cereal. Or to the delicious vegetable soup with oatmeal! That makes *five* splendid "main dishes" for Baby's meals! More and more mothers are feeding well-balanced combinations of meat and vegetables. Shouldn't you join them, and plan your baby's meals around Campbell's Baby Soups?

6 REASONS WHY BUSY MOTHERS CHEER CAMPBELL'S BABY SOUPS

- Mothers say they're better tasting . . . babies take to them willingly!
- No fuss, no bother—a "main dish" from a single glass jar!
- Campbell's Baby Soups are nutritious semi-solid foods that can be fed as early as any strained food. Just ask your doctor "when" and "how much".
- Scientific cooking methods retain precious vitamins and minerals to a high degree.
- Warm . . . serve from the handy glass container. Leave remainder in jar and store in refrigerator.
- Readily available. Every grocer who sells Campbell's Soups can supply Campbell's Baby Soups.

Campbell's STRAINED **BABY SOUPS**

"Main-dish" foods for Baby

"BETTER TASTING!" ...MOTHERS SAY

LOOK FOR THE RED-AND-WHITE LABEL

Campbell's STRAINED CHICKEN BABY SOUP
Campbell's STRAINED BEEF BABY SOUP
Campbell's STRAINED LAMB BABY SOUP
Campbell's STRAINED LIVER BABY SOUP
Campbell's STRAINED VEGETABLE BABY SOUP

LETTERS TO THE EDITORS

CONTINUED

Or "Give me sleeve before I leave."
Or "I am gone, don't yawn, reet fawn."

Now I could rant and I could ramble,
But this is all and here's my handle,

JOE "TABBY THE CAT" BRYAN
Duke University
Durham, N.C.

Sirs:

That's so crummy, it turns my tummy!

JAY HOYT
Poland, Ohio

Sirs:

Kindly deliver the following to Tulane University Voutians: "Drop dead, instead."

JOHN S. FERGUSON
Austin, Texas

THE FARMER

Sirs:

I question that your editorial, "The Farmer" (LIFE, May 5), was written by an authority on agricultural economics. It sounds much more as if it had been penned by a country gentleman.

Granted, that one half the U.S. farms produce a total of only 15% of the commercial foods, fats and fibres. This 15%, however, happens to include a very big percentage of the fruits, vegetables, poultry and dairy products consumed in America . . . . By the same token you would wipe out the little business establishments because they fail to do the dollar volume of business done by the big fellows.

You brand as a "crypto-farmer" the man who happens to like to work for himself, maintain his independence, rather than accept $1-a-day employment as a hired hand . . . .

You would accuse the small farmer of accepting subsidies; yet you would subsidize the big farmer by eliminating his competition. You would forget the RFC loans to big firms and remember only the paltry loans to help a few farmers buy their own land. You also would forget the subsidies printed publications receive in the form of special postage rates, subsidies airlines and shipping lines receive through use of airports and waterways maintained at government expense, the subsidies eastern manufacturers always have received in the form of high protective tariffs.

With America fighting a losing battle against monopolies in every field, you would attack the last stronghold of really free enterprise—the small farmer who made America what it is today.

WILLIAM THOMPSON
Dallas, Texas

THE RACING RACKET

Sirs:

"The Racing Racket" (LIFE, May 5) reaffirms the truth of the late Colonel Bradley's immortal observation: "The best way to follow the horses is with a shovel."

LEO HAMALIAN
Orangeburg, N.Y.

Sirs:

Congratulations on your exposé of the horse-racing racket and its monetarily wise "race-horse betting brokers." Long have I marveled at the gullibility of many Americans who hope to make an easy dollar. . . .

Tacked on the end of your article was a picture taken in "wide-open" Covington, Ky. . . . Covington is right across the Ohio River from Cincinnati,

CONTINUED ON PAGE 10

FOR DAD ON FATHER'S DAY JUNE 15

Knife No. 21
Length closed: 2¾"
"For a great guy— a great knife"
CAMILLUS has the edge!
Ka-MILL-us
CAMILLUS CUTLERY COMPANY, New York 17, N. Y.
Established 1876 . . . . Factory at Camillus, N. Y.

Rollfast BICYCLES with an accent on STAMINA!

D. P. HARRIS HDW. & MFG. COMPANY, INC.
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BICYCLES • VELOCIPEDES • ROLLER SKATES

The TWO-MAN Romance of a One-Man Girl!

Bright comedy and glowing love thrill . . . in this delightful story of a groomless bride stranded in Mexico City with oh, such a handsome diplomat to the rescue!

The Guy you loved in "Till the End of Time!"

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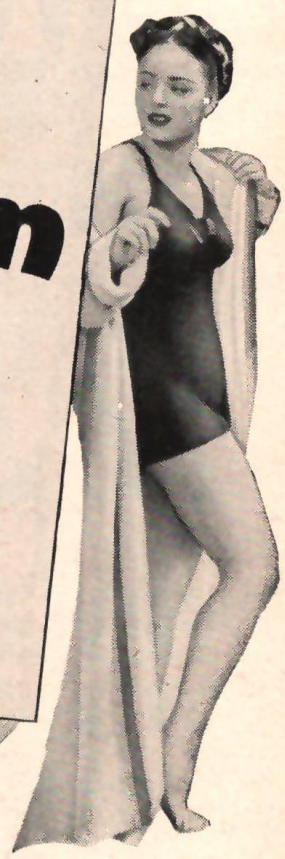
FRANCHOT TONE
GUY MADISON
in
Honeymoon

A WILLIAM KEIGHLEY PICTURE
with
LINA ROMAY • GENE LOCKHART
CORINNA MURA • GRANT MITCHELL
Produced by WARREN DUFF • Directed by WILLIAM KEIGHLEY
Screen Play by MICHAEL KANIN • Based on a Story by VICKI BAUM

RKO RADIO PICTURES



UNITED STATES RUBBER COMPANY
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Sold only by Golf Professionals

Get a better grip on your game with U.S. ROYAL GOLF GLOVES

LETTERS TO THE EDITORS

CONTINUED

and local papers are forever relating the Kentucky town's "drive" against gambling. Makes real satisfying reading on a rainy evening, but 'tain't so! Covington *is* "wide open"; meaning the favored bookies who pay fabulously for protection are allowed to operate. Although I have not counted them on my fingers in the last hour, I know of approximately 100 handbooks operating on permanent premises in Covington, to say nothing of the ones I don't know about! . . .

PIERRE JACQUES
Cincinnati, Ohio

Sirs:

LIFE's article about the racing racket brings to mind the horse-playing career of the late Tom Pendergast, boss of Kansas City. His weakness for playing the ponies wrecked his own life and ruined his city. A big bettor, Tom used to wager as much as $50,000 a day on the bangtails. All the bookies in Kansas City used to call him "sucker Tom."

Not unlike other horse players Tom was a sucker for a tip. Whenever he went to New York he would engage a suite at the Waldorf-Astoria and wait for the tips to pour in from touts, trainers, jockeys and owners in an endless stream of telegrams. By noon every day his suite would be knee deep in tips. Tom would study them, make up a list of bets and scatter them all over the country with bookmakers. Then he would climb into a taxi, ride out to one of the New York tracks and bet $5,000 to $10,000 on each race.

At his trial at which he was sentenced to 15 months in federal prison for income-tax evasion, John G. Madden, one of his attorneys, told the court: "[Betting on the horses] was this man's mania. It has made a wreck of his life, brought ruin to his family and destruction to his reputation. . . ."

There are people in Kansas City who will tell you, and with some logic, that for a time Pendergast gave the city pretty fair government. It was expensive but it was good. Then he began to plunge heavily on the nags. With this mania hemming him in and the bookmakers demanding that he pay up, the boss turned to rackets to get money. He ordered the town opened up. Dice games, horse books, prostitution flourished. The money flowed in to the boss and from him to the bookies. It was the principal cause of the downfall of his machine.

At Pendergast's trial Madden told the court: "I asked this defendant what there was about this thing (betting on horses) that led to his ruin. Was it because . . . he thought he could win . . . ?

"He told me that every afternoon at 2:30 or 3 o'clock he would go into a room and there with the advice of friends he would handicap the horses. Then he would make his bets over the phone and sit with his ear glued to the telephone. He would hear a call, 'They're off' would come over the phone, and so by ear and not by eye he watched the horses run to the finish line—all the thrill that could come to any man . . . possessed."

Tom tried to make up for his losses in other ways. When the boss's boys came around to a horse book and said, "We're putting in a dice table," or when they forced a load of whisky off on a saloonkeeper or when they collected from any other rackets, the ex-

CONTINUED ON PAGE 13

FOR GRADUATION...
Companions IN FINE LEATHERWARE
Lasting companions for the graduate . . . in rich, warm leather, styled for hard use—enduring beauty.

OVERNIGHTER Keeps travel essentials in place. Completely fitted.
WALLET—Slim . . . light . . . surprisingly roomy. Variety of styles, colors.
Look for the Rumpp trademark in leading stores.
97 YEARS OF LEADERSHIP
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BARBECUES • APARTMENTS • TRAILERS
YVONNE DE CARLO
Starring in Universal-International's "SLAVE GIRL" in Technicolor
RUMPUS ROOMS • OFFICES • BREAKFAST ROOMS • WEEKEND CABINS • BARBECUES • APARTMENTS • PORCHES

HANDY STOVE

Efficient as a large range . . . yet the Gill Electric Stove is table-size and portable! Cooks a complete dinner for six. The Broiler-Oven bakes, roasts, toasts or broils. Plug it in anywhere, no special wiring. Ask your dealer.

- STAINLESS STEEL TOP
- ALUMINUM SIDES
- ADJUSTABLE HEAT CONTROL
- BROILER-OVEN
- CAST ALUMINUM GRIDDLE

200-1650 Watts—110-120 Volts AC or DC

Gill
ELECTRIC STOVE
GILL ELECTRIC MFG. CORP.
CITRUS AVE., REDLANDS, CALIFORNIA

It's **SWIFT'S**...
Say **PREM**!

This ONE stands out...

the one with TENDER BEEF ADDED!

INDIVIDUAL MEAT LOAVES. *Cut whole Prem loaves into halves. Top with orange marmalade and bake in moderately hot oven (400°F.) about 20 minutes. Serve with asparagus—or other green vegetable.*

Stands out in FLAVOR! Fine pork or beef alone tastes good. Combined, the flavor is *doubly* good . . . really *extra* fine eating—as these Prem loaves will prove.

Stands out in NUTRITION! Prem gives you the important nutrients of both pork and beef . . . high quality proteins, minerals and B complex vitamins.

Stands out in TEXTURE! Prem is firm, tender and juicy. Cuts cleanly and evenly—cold or hot—slices, or loaves as shown in actual photograph.

3 TO 1 PREFER BEEF ADDED! Tender, flavorful beef has been added to Prem because homemakers wanted it—by better than 3 to 1. From experience, they knew that beef and pork combined was bound to be better. So try Prem soon . . . see how much better it is.

Though Schubert's Symphony No. 8, in B Minor, the "Unfinished Symphony," is non-programmatic—that is, not based upon a story—the popular imagination ascribes to it a Spring romance. This the artist, Hobson Pittman, interprets in his painting for the Capehart Collection. Portfolios of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

There are two "Unfinished Symphonies" From Schubert to Stravinsky, there are two of each composer's every work: the composition as written and the composition as heard. How nearly the two are one depends upon the interpreter—the orchestra in the symphony hall, the phonograph-radio in your home. The magnificent new Capehart, supremely, draws both into union. So faithfully does Capehart reproduction adhere to the original violin, piano, harp, and human voice that you expect, for a moment, to recognize friends in the parquet box next to you.

THE CAPEHART

In drawing-room or hall, in Maharajah's palace or Riverside Drive apartment, this magnificent Capehart offers the ultimate in listening enjoyment. The new and revolutionary tonal system is Capehart's alone. The Early Georgian cabinet, with its beautiful swirl grain paneling, is in the tradition of the finest cabinetmakers. Capehart's exclusive turn-over record-changer permits you to play entire symphonies and operas in their proper sequence for approximately three hours, without attention. Capehart television receivers, of the same high character, will be available soon. Prices of the Capehart start at **$1145.**

THE PANAMUSE

This superb instrument, the Panamuse, is built by the same engineers who build the Capehart, and in the same plant. It offers a quality of performance, a beauty of tone, a dignity of presence at a price more modest than you had perhaps thought possible. The Sheraton model is illustrated, and is one of several handsome and appropriate cabinets for your selection. The record-changer assures you of uninterrupted musical enjoyment: you play your favorite selections leisurely, without rising from your chair—and rejoice in the quality of the performance. Prices of the Panamuse by Capehart start at **$695.**

N. W. AYER & SON

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

FEET HURT?

No daily suffering is more agonizing than the torture of throbbing, burning, itching, sweaty feet. When feet hurt, you "hurt all over."

Why endure such foot torture—when thanks to a remarkable soothing, cleansing, deodorizing *medicated* powder, you can walk around as though you hadn't a care in the world!

Called *Meritt Medicated Powder,* this remarkable product is compounded on known scientific principles from a time-tested pharmacist's prescription. Goes to work almost instantly to bring blessed foot relief. Ingredients medically recognized for cooling; for drying up germ-breeding foot moisture; for absorbing foot odors; for destroying many common types of germs including athlete's foot fungus. Thus, Meritt amazingly relieves itching, burning, chafing; checks that clammy, sweaty feeling. Telltale "foot sufferer" facial lines tend to disappear. Wonderful for women who go stockingless; keeps feet dry, comfortable. And tests show that with foot-moisture controlled, nylon stockings wear and wear!

Thousands of packages of Meritt already sold; proof of outstanding success. Replacement or refund of money guaranteed by Good Housekeeping if not as advertised therein. Ingredients plainly printed on package; ask your doctor. At druggist's look for familiar blue-and-silver patented "powder-spray" can; wonderfully convenient to use—no waste. So get Meritt Medicated Powder today. Why suffer?

NOTE: *If your druggist hasn't received Meritt Powder yet, send 50c for your first package to Meritt Chemical Co., Inc., Dept. E2,Greensboro, N. C. Money back if not delighted.*

LETTERS TO THE EDITORS

CONTINUED

planation always was the same: "The boss is playing the horses."

Pendergast died virtually broke.

P. KEMBLE VAN WINKLE
Worcester, Mass.

THE CRIPPLED

Sirs:

Our hats are off to you for the swell job of telling the world about New York's Institute for the Crippled and Disabled and its able director, Dr. George G. Deaver ("Teaching the Crippled to Walk," LIFE, May 5). . . .

Strangely enough this great country of ours, with 28 million handicapped persons, can boast of only one organization similar to the New York Institute for the Crippled and Disabled. Fewer than 10 of the 48 states are conducting the rehabilitation programs they should under existing legislation. The reason, perhaps, can be attributed to a lack of public awareness that better programs could be established through the cooperation of the states and the Federal Office of Vocational Rehabilitation. The handicapped themselves are unaware of services established to help them. If they knew of existing facilities a better program would result. . . .

WILLIAM H. BAYNE JR.
Editor-Publisher
Handicap
Washington, D.C.

SCOTLAND

SIRS:

BUIDHEACHAIS MOR DHOIBH AIR SON SGRIOBHADH, AIR DUTHCHAIL NA-H-ALBA (LIFE, MAY 5).

GILBERT CARMICHAEL
Royal Chief
Order of Scottish Clans of
U.S. of America and Canada
Minneapolis, Minn.

● Thanks to you too.—ED.

Sirs:

By a coincidence, I received the copy of LIFE which contained pictures of the Lord Lyon King of Arms and Cameron of Lochiel, and letters from these two gentlemen all on the same day.

I am sure the pages you devoted to Scotland and her clans were of interest to all those of Scottish descent and to many others as well. . . .

MACNEIL OF BARRA
Chief of Clan Macneil of Scotland
Marlboro, Vt.

Sirs:

Just read my copy of LIFE and hasten to protest by air mail, and ye ken that costs more. I was "fair scunnert" [disgusted] with that map. Who is this Lewicki? He must be a "Sassenach" [Englishman] to show Flodden Field and leave out Bannockburn. Never did I know that we Scots were defeated by the "British." There were no British in 1513 at Flodden, only English; the term "British" had not been invented.

ALEC PATERSON
Winnipeg, Canada

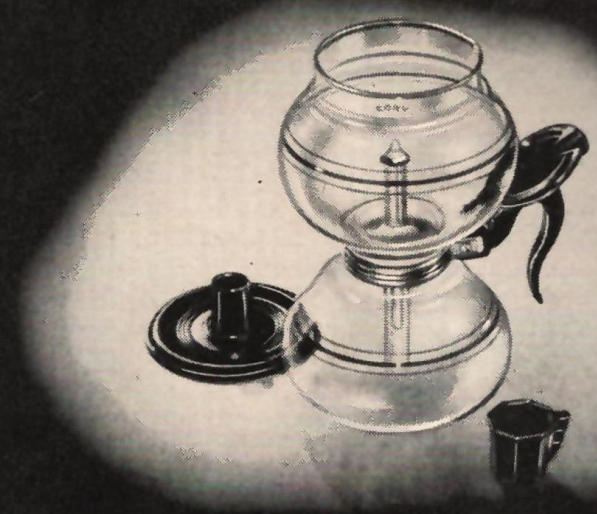
Sirs:

In your otherwise excellent map of Scotland there is one error in fact. Far from being a defeat, the battle of Killiecrankie is one of the most famous victories in Scottish Jacobite annals. Like many of their triumphs, however, it was dearly won and short-lived. The Jacobite leader and the moving spirit of the rising, John Graham of Claverhouse, Viscount Dun-

CONTINUED ON PAGE 18

Wembley*
NOR-EAST* NON-CRUSH* TIES
CALIFORNIA GOLD
A new Wembley beauty that blends with nearly every suit you wear. The imported Nor-East Non-Crush fabric holds its shape faithfully—making a trim knot time after time. There are seldom enough Wembley Nor-East Ties to fill the demand. However, California Gold is also available in Wembley's all-wool domestic fabric at $1.
$1.50
AT BETTER STORES EVERYWHERE
Wembley*
World Famous for Quality
CRUSH IT!...
TWIST IT!...
KNOT IT!...
NOT A WRINKLE!
Wembley
MADE OF IMPORTED Priestley's NOR-EAST NON-CRUSH
*REG. U. S. PAT. OFF.
TRADE MARK REG. U. S. PAT. OFF.
COPYRIGHT 1947, WEMBLEY, INC., NEW ORLEANS

BUFFET QUEEN. For brewing and serving graciously at extra guest occasions.



NEW CORY RUBBERLESS COFFEE BREWER. With exclusive glass-to-glass vacuum seal. No troublesome rubber bushing.

CORY 2-HEAT ELECTRIC STOVE. Brews your coffee and keeps it piping hot.

CORY ELECTRIC COFFEE GRINDER. To blend and grind your favorite coffee at home.

CORY COFFEE SERVICE. A handsome tray set for the fashionable hostess.

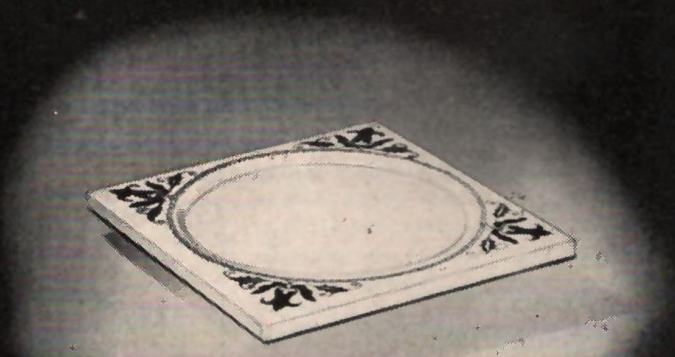
of Course, it's Cory...

WITH NEW MIRACLES OF COFFEE BREWING AND SERVING PERFECTION!

The creators of the world famous CORY all-glass coffee brewer now bring you the greatest family of coffee brewing equipment ever made. At last, here is a complete, satisfying answer to every coffee brewing, coffee serving need.

It's CORY *at home, in restaurants*—wherever the call is for coffee to the queen's taste. Makes coffee brewing a pleasure—coffee serving a delight. That's why millions of Americans now look to CORY for the latest and finest in coffee brewing equipment. You'll be proud of your CORY—proud to give CORY for any gift occasion. At better stores everywhere. Cory Corporation, Chicago 1, Ill.

© 1947 Cory Corporation, Chicago



CORY TABLE TILE. Protects your linens from the heat of coffee decanter or other dishes. And it's decorative!

FAMOUS CORY GLASS FILTER ROD. *Fits all standard glass coffee makers.* You can buy it separately.

NEW CORY AUTOMATIC COFFEE BREWER. A miracle of modern design. Brews your coffee and keeps it hot—*automatically!* Just plug it in.

CORY PUSH-BUTTON COFFEE BREWING SYSTEM. A mechanical robot for restaurants. Brews half gallons of perfect coffee every 3 minutes *automatically!*

CORY RESTAURANT EQUIPMENT. Gas or electric models. Used by fine restaurants, hotels and institutions for brewing better coffee.

CORY

the only All-Glass coffee brewer

Now smart folks buy shoes upside down!

FOR GREATER COMFORT, LONGER WEAR —LOOK FOR NEOLITE SOLES!

Give your feet a pleasant surprise!—Step out on **NEOLITE** Soles! Not rubber, not leather, not plastic, not fabric—this amazing new material has *everything* a perfect sole should have. For instance:

Outwears leather! **NEOLITE** gives you *twice* the wear of the finest leather soles—yet it's light in weight! And it helps shoes hold their shape . . . stay new-looking longer.

Solid comfort! Flexible **NEOLITE** Soles are easier on your feet, yet they give plenty of firm support. And they *need no breaking in*—25 steps prove it!

Waterproof! You're always ready for sudden showers with dry-as-a-duck **NEOLITE** Soles. Wet or dry, they're non-skid—keep you sure-footed on slippery surfaces.

You'll find this super-sole on fine shoes for men, women and children at fine stores everywhere. Be sure to look for the name **NEOLITE** on the sole when you buy new shoes—and ask your shoe service man for **NEOLITE** whenever you have a pair resoled.

Step on it! 15 million people enjoy

NEOLITE SOLES

NEOLITE T. M.—THE GOODYEAR TIRE & RUBBER COMPANY

MARK THIS MARK—Only genuine NEOLITE Soles bear the name "NEOLITE"

LETTERS TO THE EDITORS

CONTINUED

dee, fell mortally wounded at the moment of victory. Claverhouse is said to have borne the charm of life, and tradition declares that he received his death wound from a bullet cast from a silver button of his own coat, the only missile against which his charm was not proof.

You also mention that the Macphersons are descended from a German tribe. While such matters are shrouded in the mists of tradition, I have heard another explanation. The Macphersons and the Macintoshes, together with several smaller clans, including the Davidsons, the Macduffs, the Macbeans, the MacGillivrays and the Shaws, are parts of a larger organization called Clan Chattan. Some authorities maintain that Clan Chattan is descended from the ancient German tribe of the Chatti, mentioned by Roman writers.

There is another group of historians which declare that Clan Chattan owes its origin to Macduff, the thane of Fife, who appears in *Macbeth*. In Gaelic, Macintosh means "sons of the thane," the syllable "mac" meaning "son," or "descendant." The Macphersons trace their descent from Muriaich Mor (Murdoch the Great), a priest who flourished about 1260. He became chief of his clan at the death of a relative, and as the last of his line received a dispensation allowing him to marry. Some of his descendants called themselves MacMhuriaich (pronounced MacVourich) after him, and the clan is often called the clan of Vourich. But most of his descendants took their name from his erstwhile profession and called themselves Macphersons, or "sons of the parson," "pherson" being the Gaelic genative of "parson."

I have one last word of warning. When this issue of LIFE penetrates the glens and the moors there will be wrath among the Mackenzies, Campbells, Macleans, MacGregors, etc. *ad infinitum*. In my mind's eye I can see the fiery cross going round Kintail, Loch Awe and Glenartney summoning the clans to avenge the omission. I trust the editors will take proper precautions against this coming foray.

THOMAS L. MOIR

Omaha, Neb.

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Pipe Smokers—

change to **"BOND STREET** *for fragrant smoking!"*

Made so *smooth and mild* you can inhale it.

WARNING: The aroma's so inviting you'll have to "lend" many a fragrant pipeful.

Made by the special Philip Morris process

BEACH CLUB SET
Robe, Shorts, Jacket-Shirt. Like Daddy's. Man-tailored of beautiful, sturdy sanforized fabric. Sizes 2 to 7.
Robe about $6.95; Shirt $2.95; Elastic top shorts, $2.75.
Write for name of shop near you.
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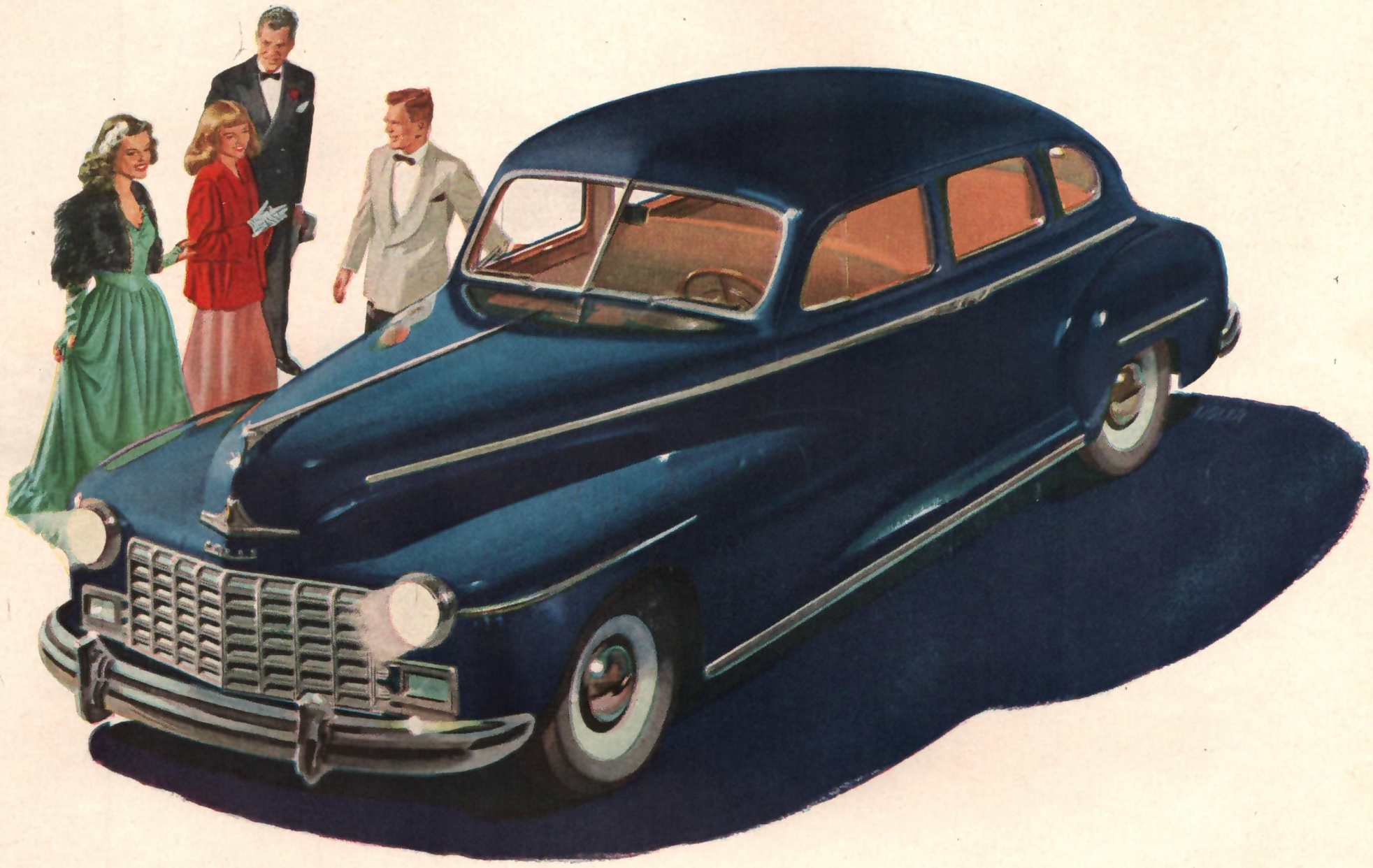

A TOUCH OF GLAMOUR and a DASH OF TASTE

The whole feel and looks of the thing is as right for formal doings as for the rough and ready going of trail or pavement. Give yourself this glamour and taste when you need it, with a vast reserve of power and performance that leaves its field behind.

NEW Dodge

SMOOTHEST "AFLOAT"

Lowest Priced Car with Fluid Drive

This reproduction was made from a 4"×5" transparency size.

35mm transparency size.

2¼"x 2¼" transparency size.

2¼"x 3¼" transparency size.

Questions and answers about Ansco Color Film

APPARENTLY YOU LIKE the glorious transparencies you get from the new Ansco Color Film.

(Though we're doing our level best, dealers all over the country are clamoring for bigger shipments.)

But some of your questions have been repeated so often that we are selecting this method for answering them:

Q. What kinds of cameras use Ansco Color Film?

A. Motion picture or still cameras must have f 6.3 (or faster) lenses, and use one of the film sizes below. You *cannot* use very inexpensive or box cameras.

Q. In what sizes is Ansco Color Film available?

A. 35mm cartridges, 120 and 620 rolls, and sheet sizes . . . as well as 16mm motion picture film.

Q. What kinds of pictures do I get?

A. 1. You get beautiful, true-color *transparencies* which you can hold up to the light and see *through* —or project on a screen.

2. After you get transparencies, your photo dealer can have color *prints* made from them on Ansco Printon. Ask him! Ansco, Binghamton, N.Y.

Ask for ANSCO color film!

A SPECIAL PREPARATION FOR SHAVING

★

For the 1 man in 7 who shaves daily

★

NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. Quick, easy to use. Needs no brush—not sticky or greasy.

TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just send your name and address to the J. B. Williams Co., Dept. LG-11 Glastonbury, Conn., U. S. A. (*Canada:* Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

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The Perfect Gift
FOR EVERY DAD
WHO SMOKES A PIPE
Nimrod
PIPELITER
$3.50
AT YOUR DEALER
THE ONLY
DOWN-DRAFT CHIMNEY-ACTION LIGHTER MADE
DESIGNED EXCLUSIVELY FOR PIPE SMOKERS
WINDPROOF • LIGHTWEIGHT • LARGE FLAME
• An ideal lighter for pipes, cigars, or cigarettes. Unconditionally guaranteed. If your dealer cannot supply you, send $3.50 direct to us. Include your dealer's name. Address Dept. 39-A
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oh-oh, Dry Scalp!

"...SUN AND WIND sure do wreck a man's hair! Look at that mop! It's all dried out . . . dull-looking . . . and full of loose dandruff, too. It's Dry Scalp, all right! Buddy, you'd better get wise and try 'Vaseline' Hair Tonic!"

Hair looks better... scalp feels better... when you check Dry Scalp

NO MORE DULL-LOOKING hair, thanks to 'Vaseline' Hair Tonic! A few drops a day help. See the difference... hair looks well-groomed, and stays that way all day long . . . checks loose dandruff, too. 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It gives double care . . . to both scalp and hair . . . and it's economical, too.

Vaseline HAIR TONIC
REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

NEW BACK BRUSH LETS BATHER SEE JUST WHAT SHE IS UP TO

BRUSHES ON FEET ALLOW HOUSEWIFE TO READ WHILE SCRUBBING FLOOR

USEFUL BRUSH LIFTS RUG SO DIRT CAN BE SWEPT UNDER IT

SPEAKING OF PICTURES...

... THESE NEW BRUSHES WILL MAKE HOUSEWIVES BRISTLE

The strangely useful-looking brushes on these pages could easily be the answer to a lazy housewife's dream. Ingeniously designed to take the stoop, squat and backache out of ordinary housework, they are, unfortunately, the only ones in existence. A small concern called the Los Angeles Brush Manufacturing Corporation created most of them during the war. Then they listed them in a funny catalog (*next page*) and sent copies to dealers all over the country to take their minds off the ugly fact that they had no brushes to sell. Now the catalog has become a classic. Recent additions include a brushless shaving brush for people who use brushless shaving cream and a special "brush-off" brush attached to a mallet for getting rid of too-persistent brush salesmen.

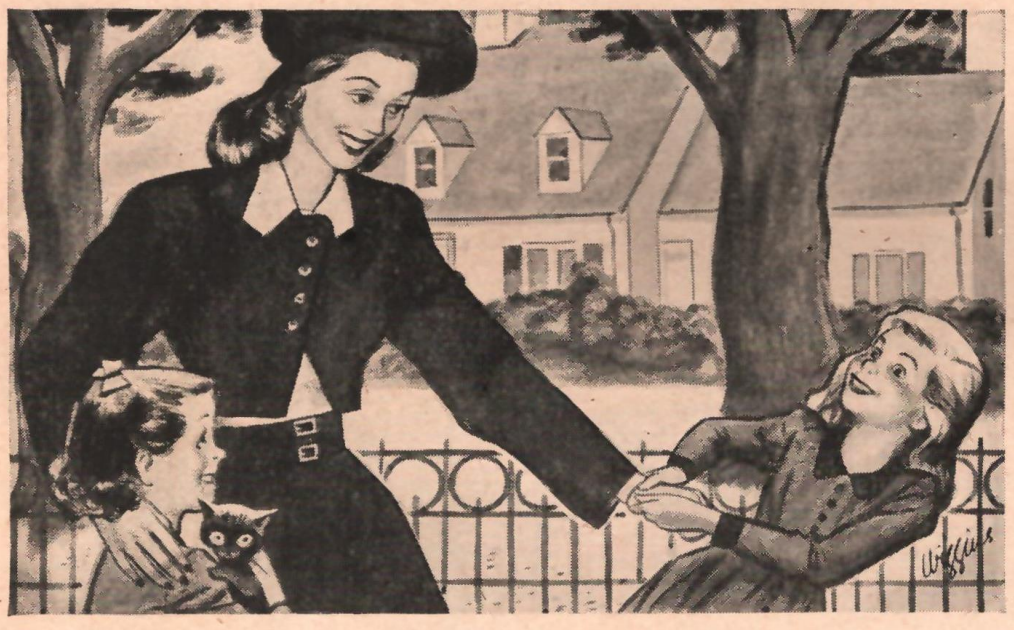
CUTAWAY BROOM, here demonstrated by Paramount actress Olga San Juan, quickly sweeps two steps at a time.

SHOVEL-BRUSH, used by Comedian Billy de Wolfe, is artfully designed to sweep and scoop in one simple motion.

DRIBBLE ATTACHMENT assures a much neater job because it catches dirt that dribbles off the main brush.

Don't let the need of a laxative kill the day!

Take SPEEDY, gentle SAL HEPATICA when you get up...



... and feel fine by nine!

Speedy, sparkling Sal Hepatica, taken first thing in the morning, brings ever-so-gentle relief from constipation—usually *within an hour!*

And Sal Hepatica helps counteract excess gastric acidity, too! Helps sweeten a sour stomach!

In a national survey, 3 out of 5 doctors recommend Sal Hepatica. *Try* it next time *you* need a laxative!

ASK YOUR DOCTOR about the efficacy of this famous prescription! Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Get a bottle of Sal Hepatica today, remembering this caution:—use only as directed.

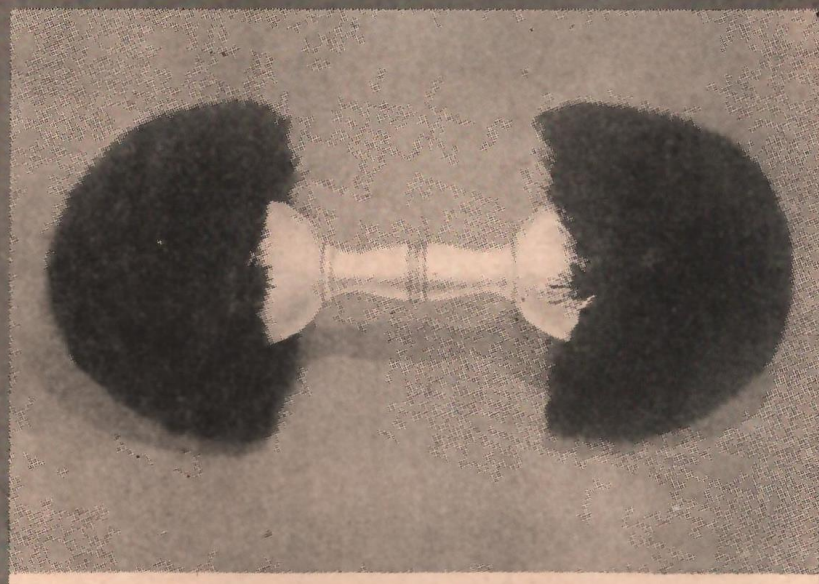
NATIONAL SURVEY SHOWS : 3 OUT OF 5 DOCTORS ADVISE

SAL HEPATICA

TUNE IN: { "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network
"BREAK THE BANK"—Friday night, ABC Network

SPEAKING OF PICTURES

CONTINUED



Our sales manager took the order for 100,000 of these brushes . . . a wooden dumbbell with high quality tampico bristles. We have a new sales manager now.

We Have 100,000 of These Brushes

But we don't know what they are for

Here's how it all came about. Some 14 months ago, a chap came into our plant and asked if we could rush through an order for a very special and odd looking brush. We took the order and went ahead with the production of 100,000 brushes like the one illustrated above.

Sometime after the order was placed, the customer was sent as a technical expert to a South Pacific port, but his ship went down in a very severe tropical storm and he was not among the survivors.

Now we have 100,000 of these brushes on our hands and don't know for what purpose they were intended. That there is a use for them we are certain, but so far we have not figured it out. In the meantime, they are cluttering up the place and interfering with our work. Can you think of a use for this brush? The right idea will be rewarded handsomely. In fact, the first ten people to mail in a suggestion will receive one of these dumbbell brushes free. Do it soon, please... they're getting in our hair.

MYSTERY BRUSH is offered in brush company's waggish catalog. Anybody with three hands will find it useful for cleaning out two ash trays at a time.

This is a discontented horse (you can tell by the way he wears his hat down over his eyes).

Mr. Elmer Wilson, our chief horsehair scout, who has been following the horses all his life.

...from discontented horses

We're mighty particular where we get our horsehair, most of which comes from horses, we're told. Mild-mannered horses are no good . . . their hair is too soft. We look for mean tempered unhappy horses with bad dispositions and maybe indigestion. When our horsehair scout finds a horse like this, he starts talking to him like a senator or a lawyer. This makes the horse mad sooner or later and the hair begins to stand up on his neck . . . quickly our man starts snipping . . . at the very instant the bristles are the toughest. That's how come our horsehair brushes give such good service and are so hard to wear out.

(Note: When ordering horsehair floor brushes please indicate whether the people using the brushes prefer to canter, pace or trot.) Write for our catalog—it bristles with brushes. If you don't want a copy please write and tell us not to send it. We are all out of catalogs.

SOURCE of the extraordinarily tough bristles used is carefully explained in this excerpt from the catalog. Picture captions were lightheartedly switched.

UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE

When the new car comes...

Aren't you glad you'll be riding on Royals?

Yes, you can count yourself extra lucky when your new car comes to you equipped with the famous tires that grace so *many* of America's finest cars.

And because you have faith in the judgment of men who *built* your car, you'll be interested to know why they selected U. S. Royals as original equipment.

The choice wasn't hit-or-miss. Automotive engineers base their selection on the most exacting tests.

They test for safety, for wear, for effortless, carefree performance. They test on *all* kinds of roads, in *all* kinds of weather. When they get through, they *know* just *which* tire will do the *most* for the cars they make.

Year after year, they choose U. S. Royals for America's leading cars. Year after year, U. S. Royals *prove* themselves *better, safer* and *longer-wearing* in tests you yourself would like to make in selecting new tires.

That's why, in getting U. S. Royals as your next new tires, you enjoy the greatest possible assurance of safe, dependable tire performance. That's why you're so *sure* to be glad you're riding on U. S. Royals.

U.S. ROYAL

TIRES

Give her a

HOOVER

*REG. U. S. PAT. OFF.

and you give her the best!

With June and June brides and wedding presents in our thoughts, we repeat a famous Hoover Christmastime saying: "Give her a Hoover and you give her the best."

For what could be a more thoughtful gift for that Great Day than a Hoover, the Great Name in cleaners.

The cleaner which women prefer two-to-one over any other make.

The cleaner that beats... as it sweeps... as it cleans.* The unique triple-action cleaning principle, made famous by Hoover.

THE HOOVER COMPANY
North Canton, Ohio
Hamilton, Ontario, Canada

Popular-priced
Hoover Cleaner, Model 28.
Cleaning tools and Mothimizer
in handy kit.

LIFE'S REPORTS

OVER LUNCHEON TABLE at Indianapolis conference Midwest's Republican state chairmen discuss party policy. Speaking is Willis B. York of Iowa.

THE G.O.P. AND 1948

Midwest conference shows Dewey has a big lead

by ERNEST HAVEMANN

In Indianapolis this month the Republican state chairmen of 17 Midwestern states got together to discuss problems and policies. Though the 1948 election was still 528 days away, it was very much on their minds. In their conversation at meetings and in hotel rooms some important overtones could be distinguished:

1. Ohio's Senator Robert Taft, one of the two leading contenders for the presidential nomination as recently as last winter, has practically been eliminated.

2. The probable Republican nominee is New York's Governor Thomas Dewey. At the moment Dewey is so far ahead of the field that even unfriendly state organizations are wondering how long they can wait before climbing on his band wagon.

3. Minnesota's ex-Governor Harold Stassen, once a sort of Willkie-esque stranger in his own party, has gained acceptance to the point where he may possibly get the vice-presidential nomination. And win or lose next year, he will probably continue as one of the strongest voices in national Republican councils.

4. The Republican party has been changing so rapidly and has acquired so much new blood in the last decade that even its oldest living members hardly know what it is or what it stands for today. Anybody who talks about the Republican Old Guard is living in the past. The new leadership of the party has a strong grassroots flavor and right now is almost completely unpredictable. Nobody could possibly say today what the Republican party will be for in the future. The only safe way to define the party is in terms of what it is against—Communism, Socialism, the labor slowdown, too much government expenditure, the old New Deal philosophy that everybody will be richer if everybody just sits on his hands.

Most of the Midwest Republicans still like Bob Taft, but they feel that his position in the thick of the battle on Capitol Hill has made him the target of so much criticism that he will never get over his wounds. "You have to hand it to Bob," one state chairman said. "He got right out there and took full responsibility for what Congress did. It was a good gamble and with better luck he might have brought it off. But it didn't work and there's no question that the public blames him for a lot of things that have gone wrong. I don't think he could carry my state next year."

Several other chairmen from doubtful states also thought Taft would be a losing candidate. One widely circulated bit of gossip at the meeting was that Taft and Bricker would wait until the end of this session of Congress before deciding which of them would be Ohio's favorite son—and that Taft would then step aside unless his popularity has taken a sudden upsurge.

In talking about possible candidates most of the state chairmen lapsed into the subjunctive mood as soon as they finished discussing Dewey. State chairmen, of course, are not supposed to care who the candidate is; their job is to get out the vote no matter who

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OKLAHOMA state chairman is Carl Morgan, 39, a lawyer and ex-sergeant.

MINNESOTA Chairman Bernhard Le Vander, 31, is also lawyer-veteran.

LIFE'S REPORTS CONTINUED

runs. But Dewey's climb on the Gallup poll has been carefully noted by politicians all over the country. So has the rise of President Truman, which, though it has few Midwestern Republicans worried, has them thinking hard about the popular appeal of their ticket.

One thing that might stop a Dewey boom is the fact that there is a lot of latent enthusiasm in the party for Michigan's Senator Arthur Vandenberg. But Vandenberg has said that he does not want to run and is making no move to line up delegates. Unless somebody gets to work turning Vandenberg's popularity into convention votes, he will probably wind up as the most-respected and least-supported man at the Philadelphia convention.

Few Republicans at the meeting this month were taking Harold Stassen's bid for the presidency very seriously except the Minnesota state chairman. But it was clear to observers that while Stassen is still regarded as somewhat unorthodox, he is no longer considered a dangerous freak. One reason for his new stature among party professionals was obvious right at the meeting. His chairman, Bernhard LeVander, is a personable young politician with a good grasp of the rules and no trace of the kind of "radicalism" which the professionals once associated with Stassen's name.

The new attitude toward Stassen also stems partly from the decline of isolationism in the Midwest. Whatever reservations the Midwest Republicans may have retained after five years of war have been largely banished by the fact that the new U.S. foreign policy is regarded as an active crusade against the spread of Communism. When the chairmen got around to drawing up resolutions this month, the Illinois chairman wanted to put them on record as opposing any further loans abroad. His only support came from the Indiana chairman and was pretty lukewarm at that.

At times the Indianapolis convention looked almost like a college fraternity meeting. Minnesota's LeVander is 31 years old. The Oklahoma chairman is 39 and looks even younger. Missouri was represented by a youngster in his early 30s. When these three got together it was abundantly clear that something strange and unprecedented is happening to the Republican party.

The three youngest displayed some sentiments quite as unorthodox as their ages. The young man from Oklahoma, Carl Morgan, told a reporter, "The people of my state want us to cut government expenditures—that's the main thing—and to pass a labor law which will outlaw things like the checkoff and the closed shop. But we Republicans are going to have to be careful; we don't want to become known as just the party that guarantees 6% interest on every investment. I'm opposed to exploiting this country in favor of anybody—labor or capital or anybody else—and I think the people are too. But I'll have to admit that if you are going to exploit the country, it's less dangerous to exploit it for the many than for the few."

Signs of change in the party can be found everywhere. The average age of the party regulars is going down, and the base from which the party draws its strength is growing constantly wider. Just as the New Deal became the rallying point in 1933 for young men who felt that the rugged individualism of the 1920s was a little too rugged and that the underdog deserved a break, so the Republican party in 1947 is becoming the organization of young men who believe that the New Deal was a little too close to socialism and that individual enterprise deserves a chance. Some of the young men are turning professional and some are just eager amateurs. But together they are changing the party fast. The Grand Old Party is really a brand-new party, with its eventual policies and spokesmen still to be determined.

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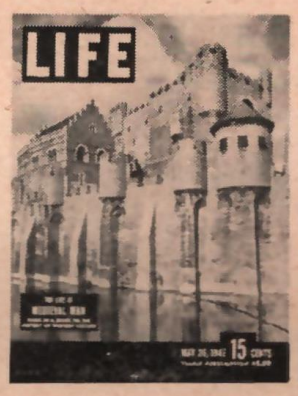

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The counts of Flander's castle, shown on LIFE's cover, was built in the Belgian city of Ghent by Philip of Alsace about 1180. Count Philip built it to "restrain the pride of the men of Ghent," who were under his rule. Today, however, the men of Ghent are proud of this landmark, which is one of the world's finest Romanesque castles, and a striking symbol of the medieval way of life (*pp. 65-84*). In foreground at right is watchtower jutting over the Liève River. The rectangular structure in right-hand half of the picture is the keep. Building with the peaked roof (*left*) is the count's house.

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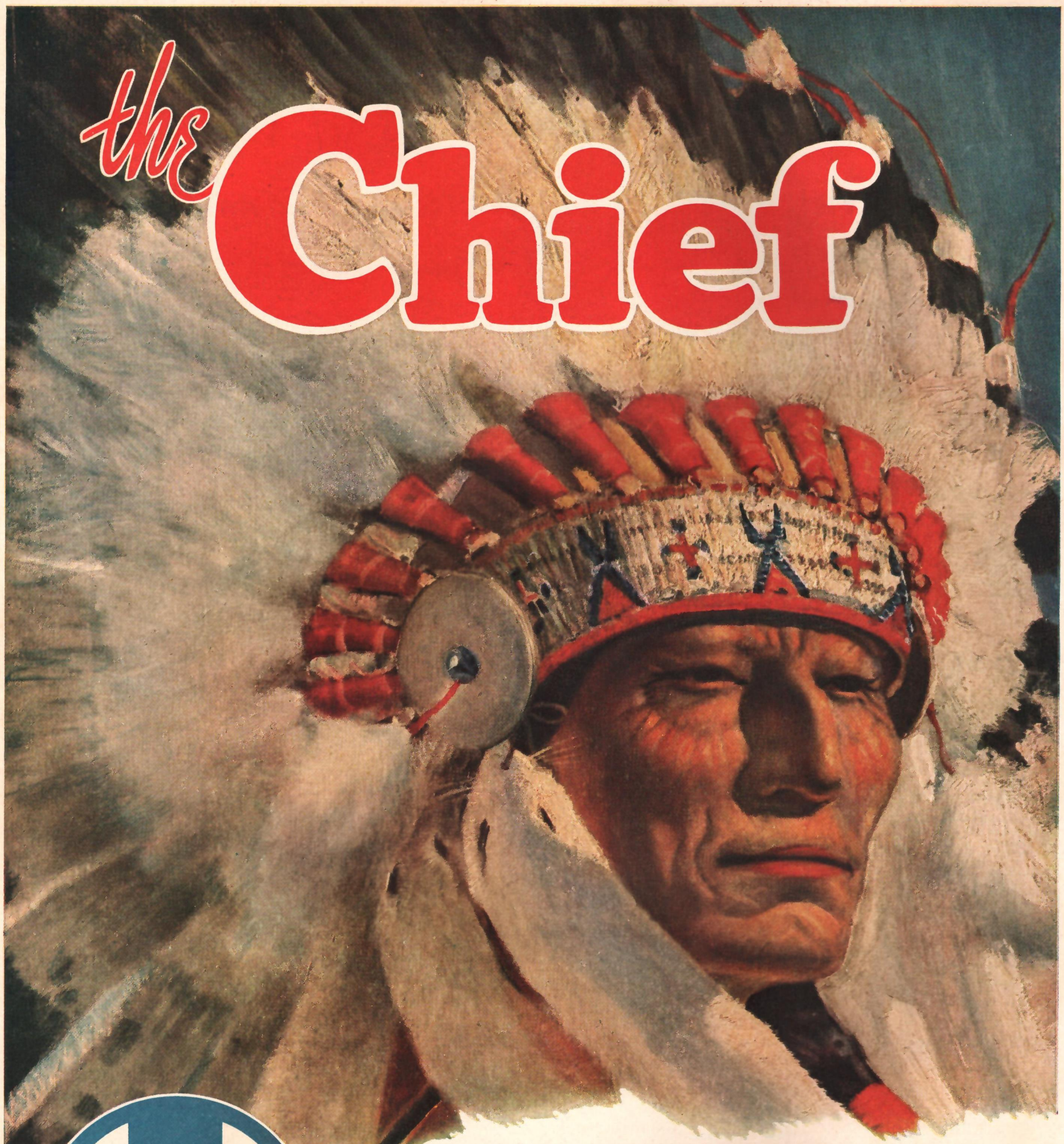

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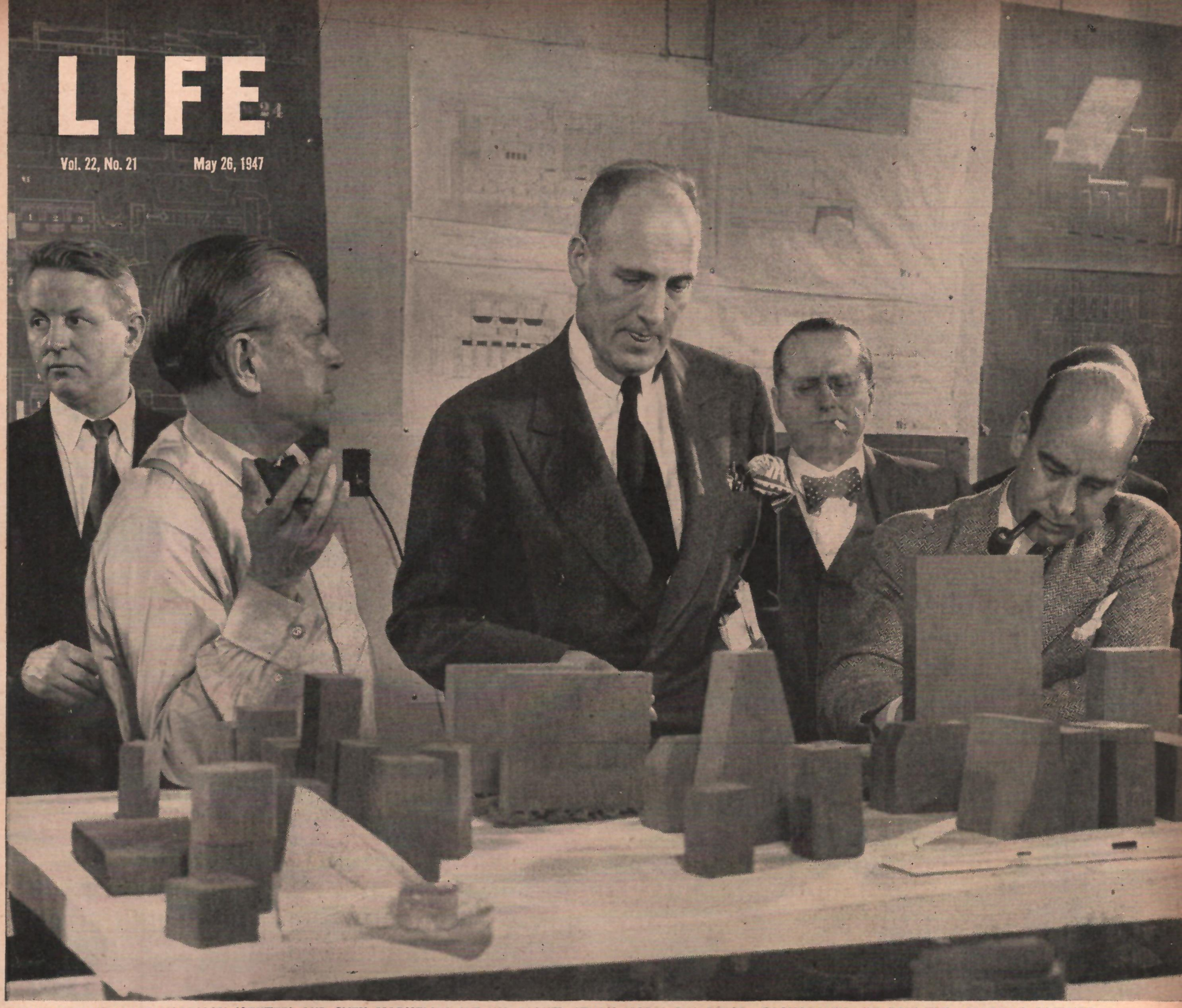


ARCHITECTS WALLACE HARRISON (CENTER) AND SVEN MARKELIUS (AT HIS RIGHT) STUDY MODEL BUILDINGS. BACKGROUND (IN BOW TIE): CANADA'S CORMIER

FAMED ARCHITECTS UNVEIL U.N. HOME

This week the world learned what its future capital will look like. Seventeen months after the quest for a site began, the United Nations Board of Design Consultants in New York announced basic designs for the buildings which will be submitted to the General Assembly for final approval in September, and which will not only house the instruments of peace but will symbolize man's hope for it.

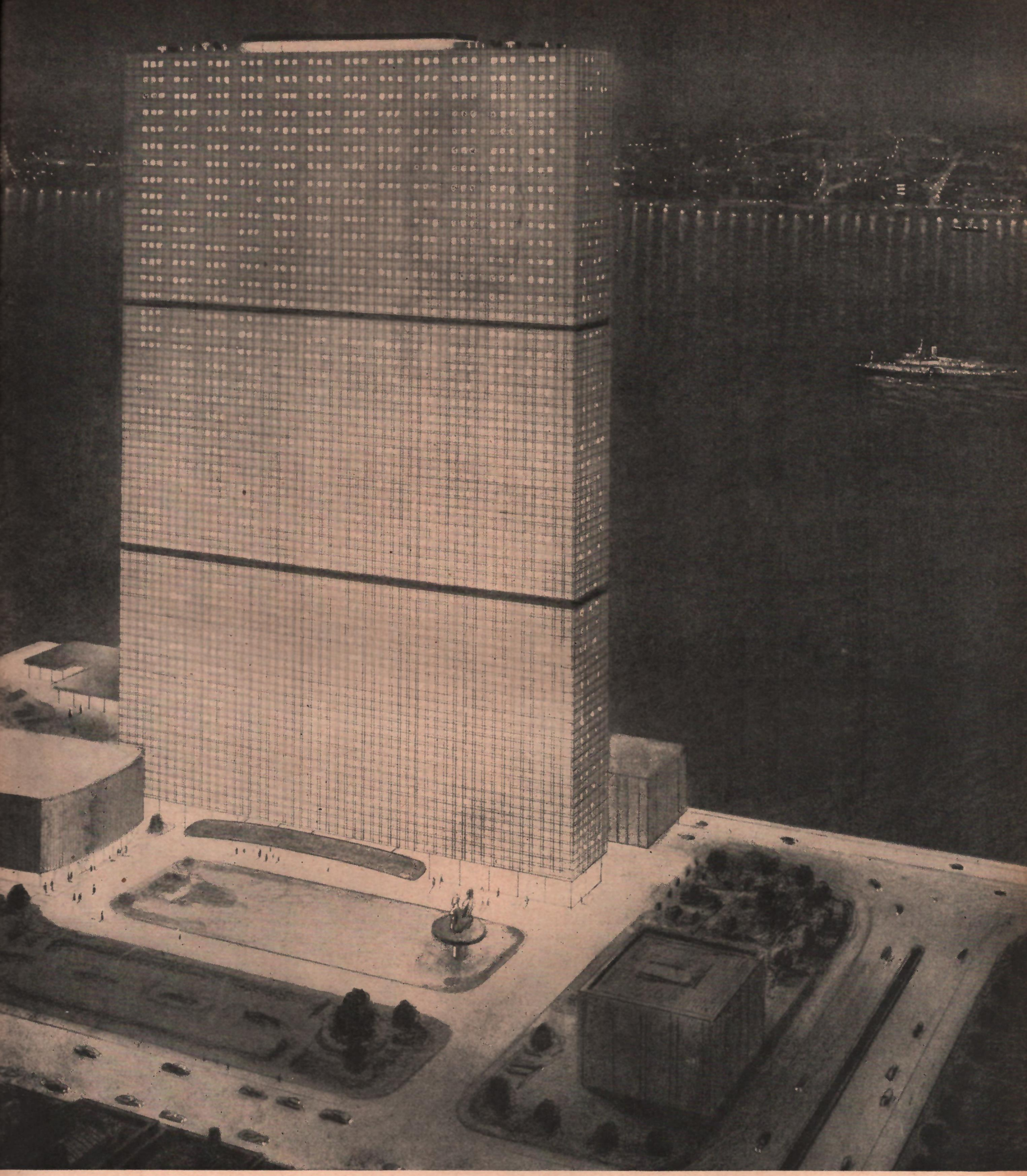
The long hunt for a site, culminating unexpectedly last December with John D. Rockefeller Jr.'s $8,500,000 gift of a tract in midtown Manhattan, was only the first of many problems confronting the U.N. To utilize the six-block Manhattan site arrangements had to be made for diversion of water and sewer pipes and the blocking off of streets. Additional electric power had to be planned, new quarters found for present occupants and advertising signs across the river in Queens restricted.

But the greatest obstacles of all were surmounted in a planning office high up in Rockefeller Center. There, under the direction of Wallace K. Harrison (*p. 34*), 10 big names in architecture gathered from around the world to advise on the design. They had to meet exacting and unusual requirements: quarters for many different-sized U.N. Groups; a giant General Assembly auditorium; five conference rooms where 70 men, each backed by three advisers, can all see each other and discourse informally. All these rooms had to be designed for quick communication and distribution of documents. In addition such disparate items as a clinic, dormitory, radio studios, different-priced restaurants and parking space also had to be worked in.

To these complicated problems Harrison's 10 adviser-architects brought great talent, great enthusiasm but also great temperament, especially in the case of France's Le Corbusier. The difficulty of getting 10 top architects to agree to anything became apparent in the ensuing weeks of long conferences, sketching and maneuvering of the clay blocks with which building groupings are plotted. The fact that they did not all speak each other's language (some meetings were held both in English and French at the same time) did not help although the universal language of design—grunt, gesture and scrawled pencil sketch—usually sufficed. They worked in the method of modern group architecture, each individual submitting ideas to be picked, accepted or rejected. When powerful egos collided, tempers grew short. But the board members plodded resolutely on. They had two things in common: they deeply respected the clean beauty of modern architecture and they deeply desired to make the world capital look worthy of its purpose. This week many details had yet to be worked out, but what was probably the greatest assembly of architectural brains ever to work simultaneously on a single project came to general agreement. To see what they agreed on, turn the page.

HEADQUARTERS WILL RISE OUT OF OLD TURTLE BAY

Once the area pictured above contained a shallow East River cove (*background*) called Turtle Bay. Filled in through the years, the Turtle Bay section became a dingy maze of packing houses, garages and tenements. Tomorrow, if the planning board's recommendations are ratified, the old Turtle Bay area will look like this drawing by Artist Leydenfrost. At right, bordering 42nd Street, is the generously windowed Secretariat building, which will hold all the manifold employes of U.N.'s administrative organ. Its flat extension will contain the library (partly visible at right of Secretariat building) and (*left of it*) chambers for the councils, most important of which is the world-policing Security Council. This will put



Secretariat employes close to 42nd Street transportation and the General Assembly building (marked by three searchlight beacons), which will hold 1,200 delegates and advisers, 800 newsmen and 1,500 spectators. At the left end of the area, bounded by 48th Street, will stand the office building for the nations' delegations and agencies like the International Labor Organization, the Food and Agriculture Organization and the United Nations Educational, Scientific and Cultural Organization. Near it will be a yacht and seaplane jetty. Building at extreme right was the City Housing Authority's, but will be used temporarily for U.N. office space. Street in the foreground is First Avenue and in the left background is Queensboro Bridge. The U.N. headquarters will be used mostly for offices and meeting rooms and not for living quarters. U.N. now numbers 55 nations, but the buildings are designed to accommodate 70 nations and 5,000 Secretariat workers instead of the present 3,050. This will obviate necessity of building additions on the site in the foreseeable future.

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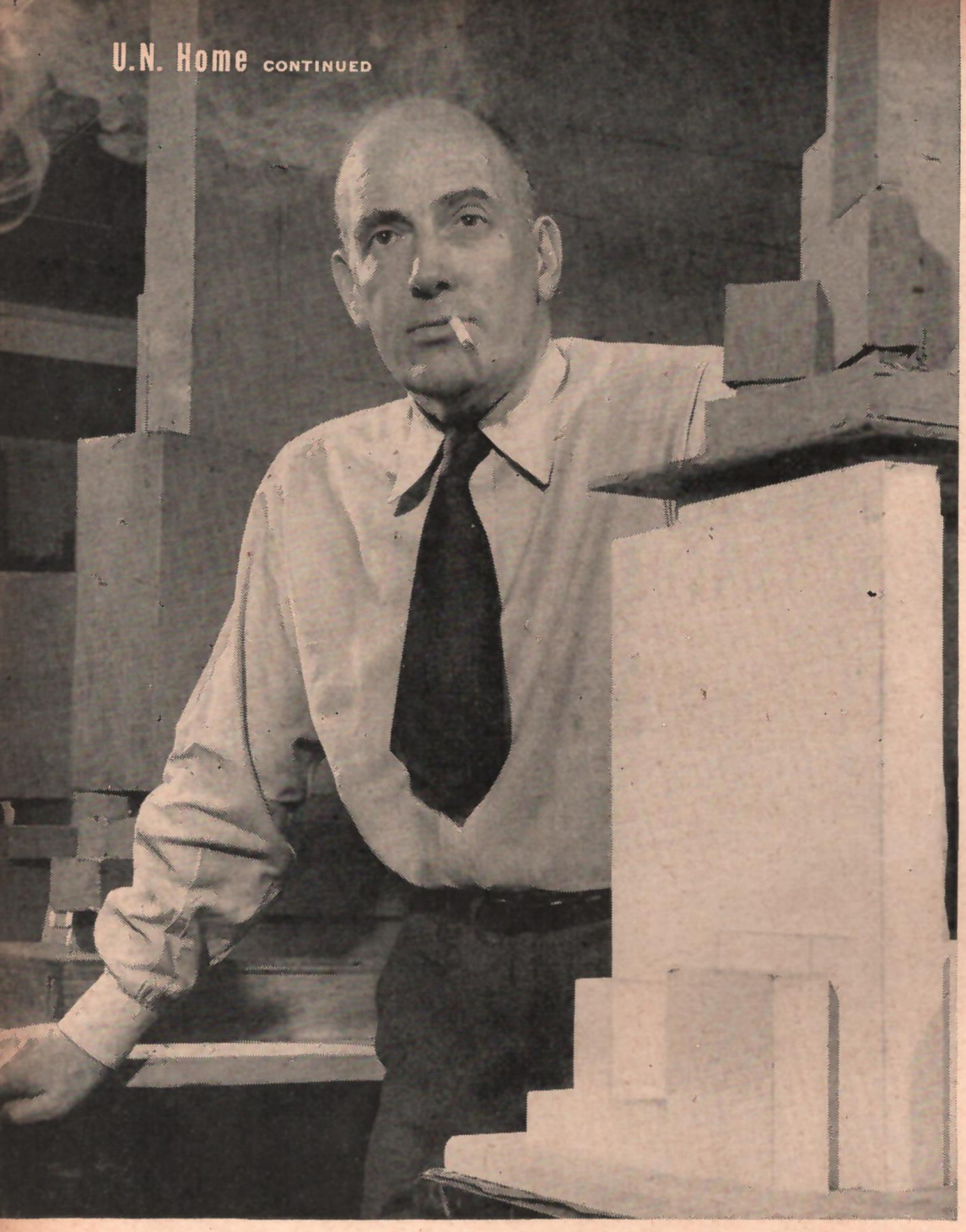
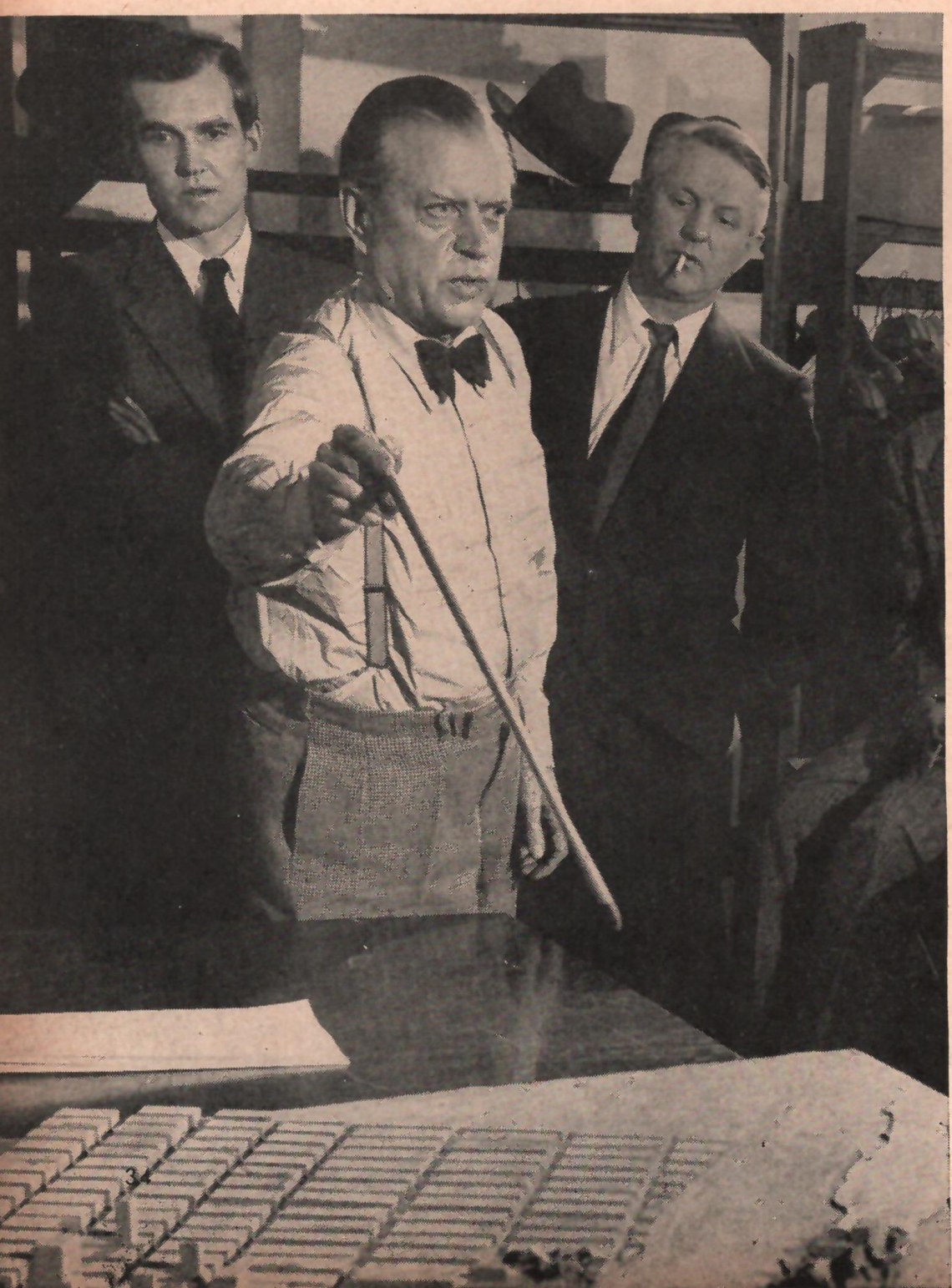


MANY WORLD-RENOWNED ARCHITECTS

ROCKEFELLER CENTER'S 15 buildings in New York used up 10 years of Harrison's architectural life.

AMERICA'S HARRISON

Wallace K. Harrison, 51 and the ranking American on the U.N. planning board, is a top-flight architect and an excellent coordinator of group projects. Thus he not only directed the board and had the final word on all decisions but he also had to referee the many disputes. Harrison and his associates designed a beautiful hotel in Venezuela, forthcoming Alcoa building on New York's Park Avenue, and their *magnum opus* is Rockefeller Center. But Harrison is also ardently interested in inexpensive domestic architecture. He is a good-humored, retiring man whose increasing fame makes him slightly uncomfortable.

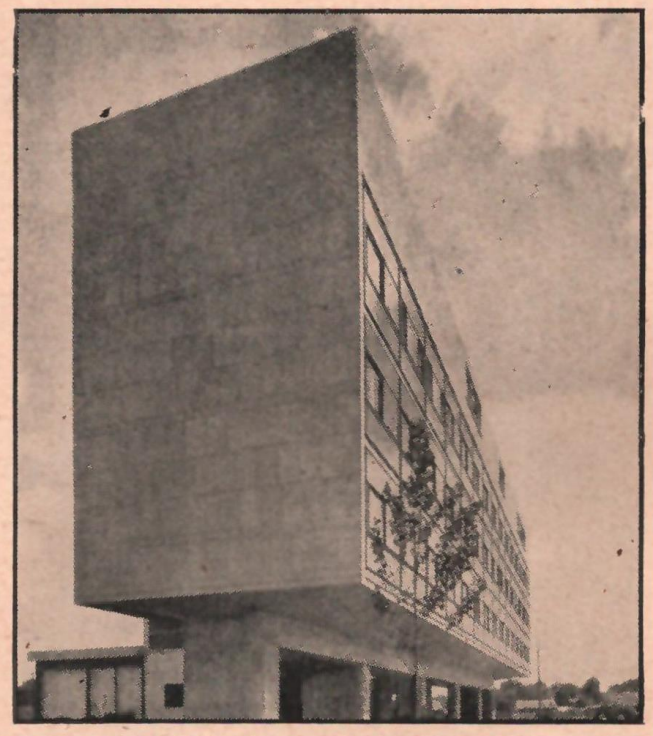


KOLLEKTIVHUSET in Stockholm contains 56 one- to four-room flats, includes central kitchen and nursery.

SWEDEN'S MARKELIUS

Sven Markelius, 57, is an earnest, ruddy, pleasant man who designed Kollektivhuset, one of the handsomest of Sweden's famous housing projects. Kollektivhuset was designed to eliminate as much housework as possible for its low-income tenants. It provides both care and toys for children of working parents and contains an inexpensive restaurant. Many Americans saw an example of Markelius' work in the Swedish Pavilion at the New York World's Fair. He tried unsuccessfully to introduce a dome-shaped building into the U.N. group; is currently concerned that the site's neighboring areas be properly improved.

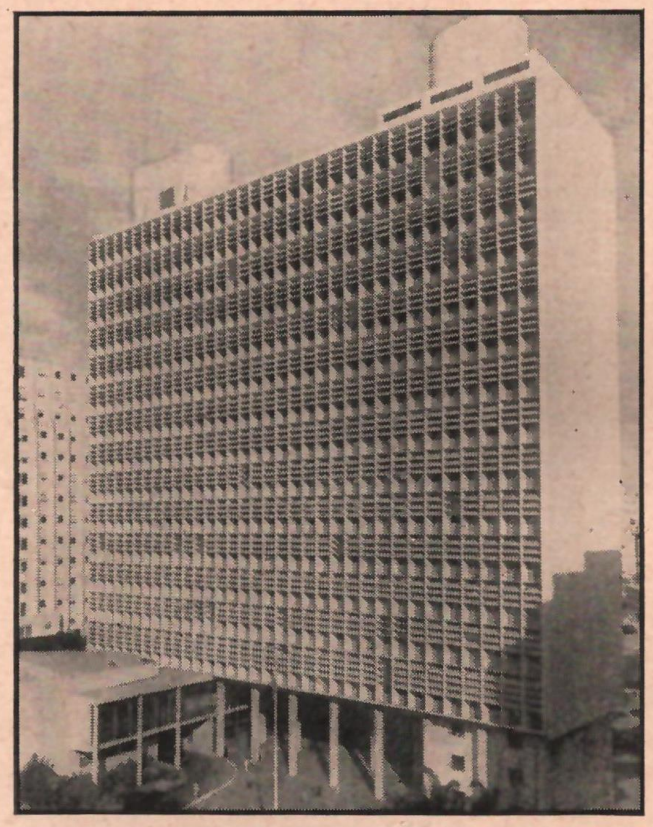
POOLED THEIR TALENTS FOR THE U.N.



DORMITORY for Swiss students at the University of Paris has glass walls and stilts typical of Le Corbusier.

FRANCE'S LE CORBUSIER

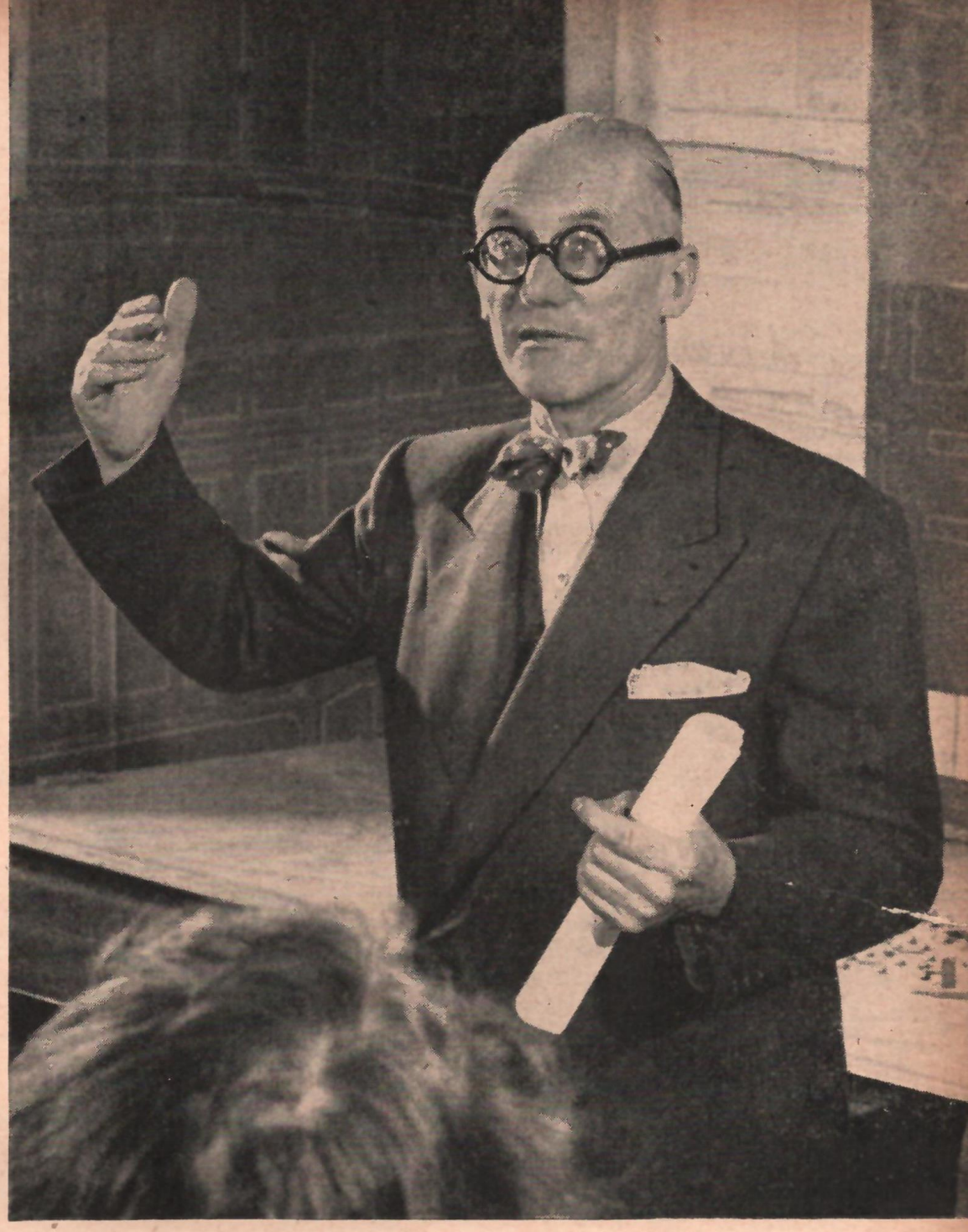
Le Corbusier, 59 years old and known to architects around the world simply as "Corbu" (his right name is really Charles Edouard Jeanneret), was probably the stormiest petrel among the U.N. architects as well as their most famous name. Corbu is a brilliant theoretician, who has made many city plans but has actually built comparatively few structures. He has, however, an unshakable confidence in the correctness of his own ideas and has enormously influenced younger men such as Niemeyer (*below*). He once argued that the U.N. site could not consist of less than 40 square miles, later acceded to Turtle Bay's 17 acres.



FINLIKE SUNSHADES, movable from inside, shield Education and Health building from Brazil's hot sun.

BRAZIL'S NIEMEYER

Oscar Niemeyer, 39 and a Communist, was chief designer for the Ministry of Education and Health building in Rio de Janeiro, which many people regard as the most beautiful public building in the world. He is a master at giving an air of light, airy grace to solid construction, which he accomplishes with a lavish use of glass walls, sunshades and, occasionally, Corbusier-like stilts. He has designed among other things a block of deluxe duplex apartments, each with a private garden (in Rio), and a revolutionary modern theater (in Belo Horizonte). In U.N. meetings he proved himself a modest and original adviser.



EDITORIAL

ARE WE PREPARED?

NO. WE LACK A PEACE-WAGING STRATEGY OF WHICH ARMED MIGHT IS JUST A PART

Congress is making some successful passes at military costs, which account for one third of the total U.S. budget. But instead of a piffling 10% off the Navy, why don't we just junk the entire military establishment? Ours is the world's most expensive army and the world's largest navy. They won the last war, but they will never win the next. Besides "there ain't gonna be no next." Why not toss them out?

Does it frighten you, the prospect of no arms? Well, you shouldn't feel too safe with what you are likely to get for the $11,256,000,000 that Truman had budgeted. We could put no more than 200,000 men into the field in case of emergency, and our admirals admit they couldn't now undertake a major engagement. We paraded just about our entire flock of presently activated B-29s over New York last week. Only 101 arrived on time, and the failure of the remaining 35 was hardly designed to impress friend or foe with our air prowess.

One military expert thinks he knows a way in which, if he were an enemy, he could wipe out our bomber effectiveness overnight. He would simply load some commandos into a half-dozen C-54s (probably Lend-Lease) and fly them to each of our six strategic air bases. There they would knock off our few trained bomber crews. It would be a year before we could train new crews. Sounds fantastic? Remember Pearl Harbor.

If we are not already disarmed, we seem to be doing our best to get that way. We let Selective Service expire this spring. Congress is not, it appears, going to pass the merger bill, so for all we know the Navy may still be turning out top-heavy destroyers. And it is a geographical fact that the Army still has its military establishments strategically located to quell Indian uprisings. So why not be logical and save the whole $11 billion?

The best reason for having armaments is, of course, the likelihood of war. Who's going to fight? Russia, by all reports, is in no condition for it. Besides Communism is primarily a boring, not a blasting operation. And the Commies are doing very well by their present methods. The world struggle seems likely to remain in the political and economic phase for some time to come.

The Weapon and the Strategy

If that is the case, our No. 1 weapon is not the atomic bomb. It is the so-called Truman Doctrine. (We say so-called because maybe it is a doctrine and maybe it isn't clear enough to be called a doctrine yet.) The Truman Doctrine, insofar as it is clear, is aimed at restoring the economies and morale of those countries which would otherwise fall to Communism. We don't even know what it will cost yet, but some say we must prepare to revive Lend-Lease, and others talk of $5 billion a year. The latter is less than half what we plan for military expenditures. Shouldn't these figures be at least reversed? Isn't peace-waging in the present more important than improbable war-waging in the future?

A famous American soldier confessed privately the other day that he finds it impossible to separate the problems of national security from all the other issues to which the nation addresses itself. "Security in this modern world," he said, "has been refined to the place where it is clearly out of the Army's hands. This is a job for all of us." For the first time since the war there now seems to be a large measure of agreement on the fact that the U.S. faces a job of international peace-waging. There is also agreement on the general character of that task, and a dawning comprehension of the fact that it is an enormous task, comparable in scale to war-waging.

In a world that still has 19 million men under arms, preparedness is itself an indispensable weapon in the job of peace-waging. Indeed the Truman Doctrine does not wear civilian garb everywhere—for instance in Turkey. Secretary Marshall, the man in charge of our peace offensive, would be the first to reject our proposal of total disarmament. For his reasons—political reasons—we therefore withdraw it. Disarmament must await the day (God speed it!) when the world can look to the United Nations for security.

But to hasten that day Secretary Marshall needs a master plan of political strategy against which to evaluate all his weapons and tactics. Up to now he has been too busy wrangling with Molotov to sit back and think one out.

As in 1941–45, Marshall has the immense resources of the U.S. to deploy, but he must deploy them on a global field. Already the demands on our strength are mounting from Britain to Korea. Very soon Marshall must set up his priorities. As our top general he could not fight in North Africa, Italy, France and Asia all at once. So as Secretary of State he will very soon have to decide where he can best wage his peace offensive in support of people who cherish freedom or who can be taught to cherish it.

Marshall is well equipped to think out a global plan for this offensive. So by good luck is his new undersecretary, Robert Lovett, who will shortly succeed Dean Acheson. Lovett was a pilot in World War I and headed up the Army's aircraft procurement in World War II. He was a member of that team of smart, nonpolitical civilians who, under the leadership of Secretaries Stimson and Forrestal, first tried to bring our foreign and military policies into the same harness during the war by setting up the State-War-Navy Coordinating Committee ("Swinc"). This kind of leadership, plus a willingness to take advice from our congressional leaders, will give the U.S. a basic world strategy of peace-waging. Then, and not until then, can we find a military policy that fits into this plan and makes political sense.

What Is "Preparedness"?

Meanwhile, in the name of preparedness, the U.S. continues a hysterical drive to get ready for everything, or nothing, on all fronts in a sort of independent free-for-all by Army, Navy, Air Force. In a world where push-button wars, atomic bombs and bacteriological warfare are more than possibilities, it is not reassuring.

At the suggestion of Harvard's James B. Conant, General Eisenhower the other day took three promising young officers and told them to just sit apart and imagine the worst that could happen to us and how to avert it. Salaries of those three officers may prove to be the wisest money that we ever spent on security. For the rest, the average newspaper reader gets the impression that the Army is preoccupied with finding a good substitute for the dog in the Arctic, while the air forces want to flit to the moon and back on a radar beam.

The word "preparedness" implies two things: 1) an ever-ready defense force, up to the minute in weapons and training and capable of rapid expansion in emergency; 2) ready plans for converting our civilian brains and our industrial capacity from peace to war. The ill-starred merger bill, had it been passed and capped with the appointment of a sufficiently forceful Secretary of Defense, might have got us started toward this kind of preparedness. Lacking that, we seem fated to go on debating a series of problems, each one of which is insoluble except in relation to all the others.

For example, enlistments have fallen off sharply since Selective Service lapsed. This will undoubtedly put new steam behind the drive for Universal Military Training. The debate will rage over whether U.M.T. is good or bad for the boys. Yet the prior question of whether it is the best way to be prepared is still unsettled.

Or take the Navy. Even with 1,750 of its ships sprayed up in goo it is still a big navy with 2,691 ships commissioned. It is useful on occasion for carrying news of the Truman Doctrine to those who might otherwise fail to realize we are serious about it (*pp. 38–39*). But who and what is it designed to fight? Britain has the only other navy. Well, is Britain an ally or not? Admiral Nimitz himself said the other day that we must soon take over more of the British sea responsibility.

A Civilian Commission

As for the air, General Curtis LeMay, who is head of our Army air research and development, last week called us a third-rate air power. He claims we are 10 years behind the Russians in air research. Yet not even Congress wants to curtail research. What is going on here?

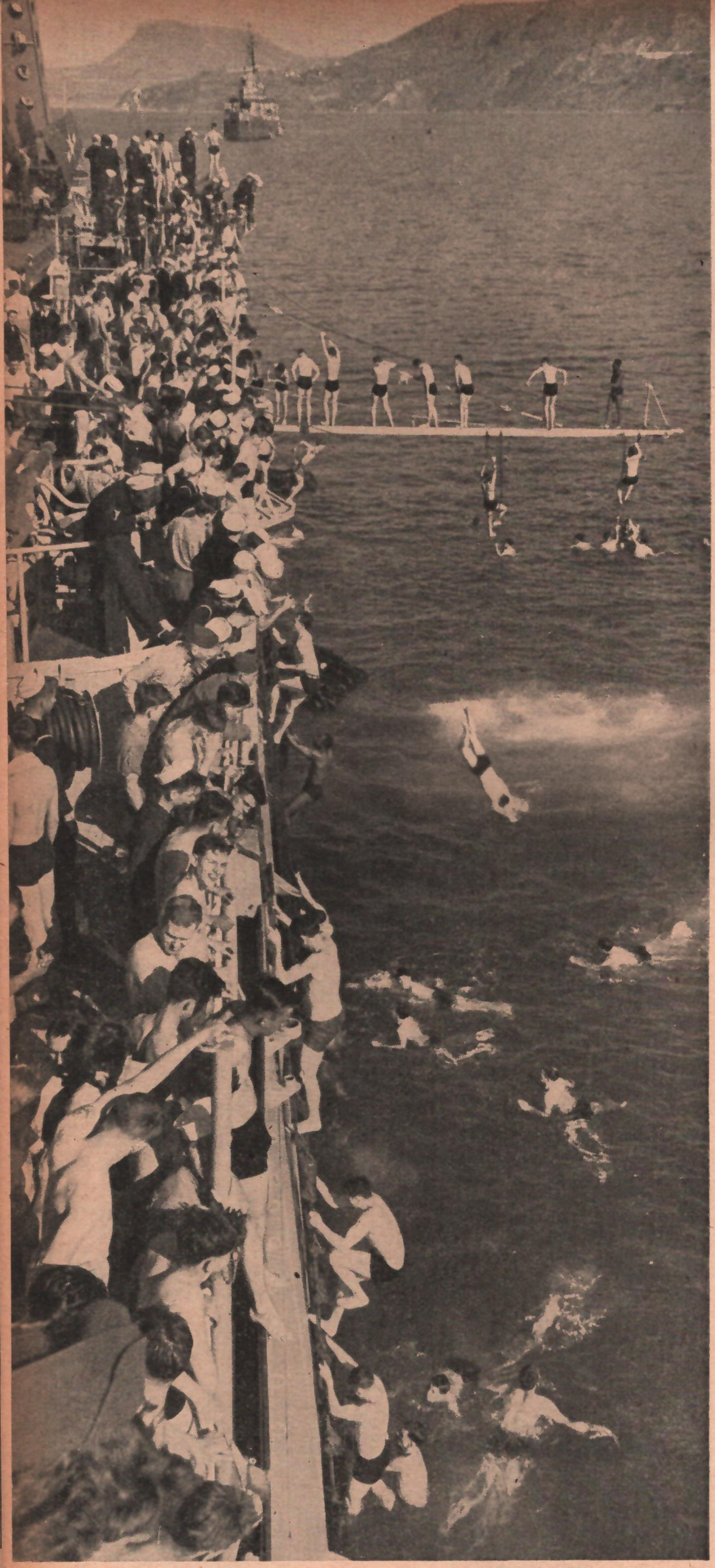
All these unsolved problems of military technique suggest that we need a civilian commission. President Truman should lose no time in appointing one—such a one as the Baruch rubber committee—to study out the relations between these problems and come up with some recommendations.

But even such a commission should get its signals from Messrs. Marshall, Lovett and the other political warriors who are concerned with the over-all job of peace-waging. Our national fate is part of the fate of the world. If the division between Army and Navy is obsolete, still more obsolete is the division between politics, economics and military might. And until we get the design of a master world strategy from the State Department, time spent on military strategy is spent in a vacuum.

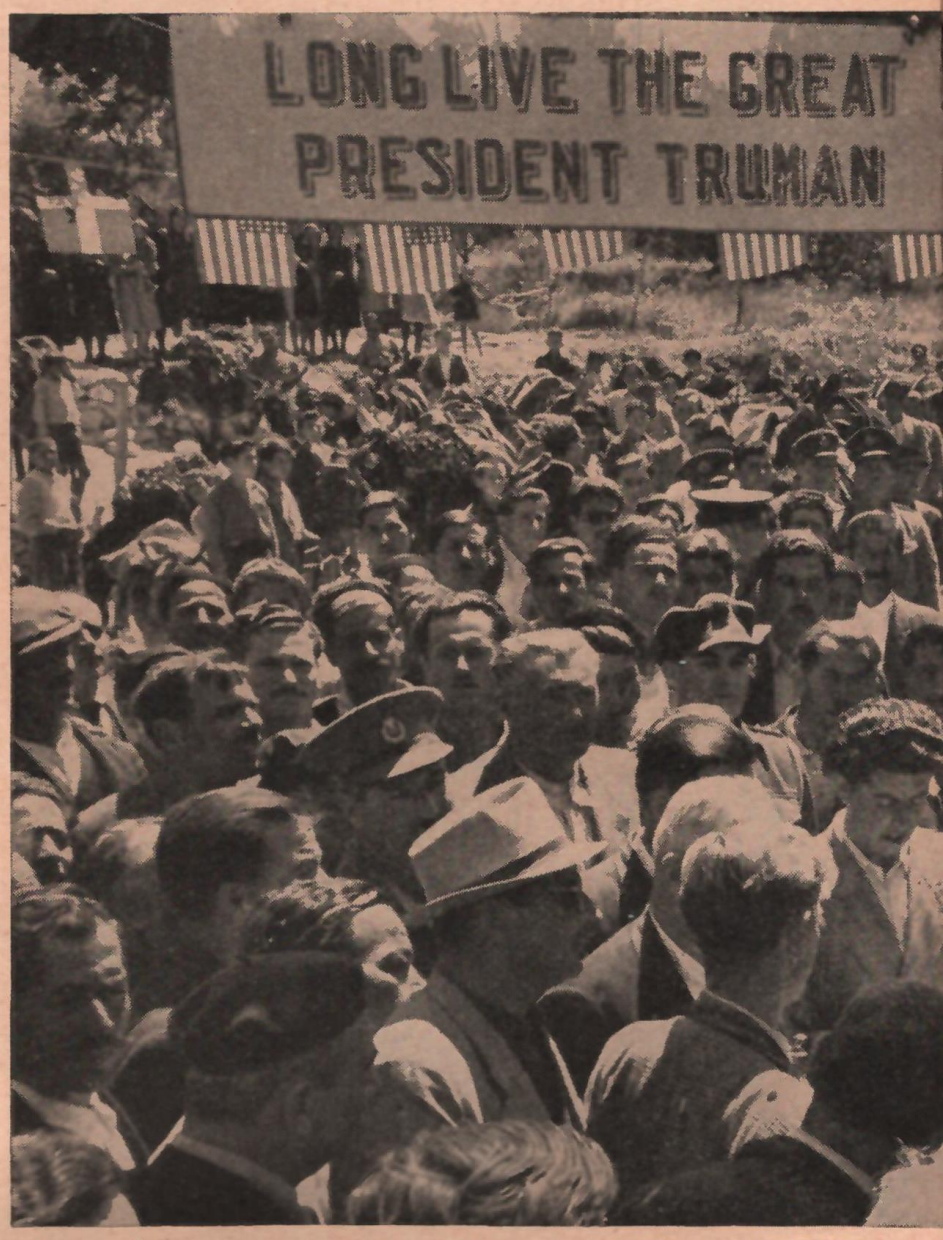
PICTURE OF THE WEEK: ➔

After seven hard years of invasion, occupation and revolution Greece no longer means a historic nation of flourishing olive groves, mellow ruins and rich philosophy. The look of Greece has become the look of misery, of rags and patches (*opposite*). But this workman, grinning happily despite his crazy-quilt trousers, is proof enough that the Greek spirit still survives. Recently that spirit got a concrete boost with the congressional approval of the Truman aid plan and the visit of U.S. ships (*pp. 38, 39*).

WORN-OUT PANTS OF GREEK WORKMAN
ARE PATCHED TO THE LAST SQUARE INCH



SAILORS SWIM and dive in warm Mediterranean waters of Suda Bay. The luckier ones who got ashore shared in the uproarious greeting given the Navy "brass" and quickly met a lot of girls.



CRETAN CITIZENS WHO SURVIVED NAZI TERROR CHEER NAVY VISITORS.

U.S. FLEET IN MIDDLE EAST

Last week Congress gave its approval to the Truman Doctrine. To the tattered Greek workman shown on the previous page this meant assurance of U.S. food and supplies. To everyone in Turkey as well as Greece it meant U.S. technicians and, probably, U.S. arms if that became necessary to halt the spread of Communism. As a manifest of these intentions the Navy already had taken the flag to hallowed Crete, to teaming Istanbul and even to the ancient Acropolis.

By wartime standards the Navy's Mediterranean Task Force was a small boy. But its various elements were symbolic of American power that had swept the Pacific and crumbled Fortress Europe. To the Turk-

GREEK ROYALTY visits a U.S. cruiser at the port of Piræus. King Paul (*front left*) and Queen Frederika (*behind him*) inspect the cruiser *Providence*.

ALL OVER ISLAND SIGNS AND FLAGS HAILED TRUMAN PROMISE OF AID

The Navy calls at Crete, Greece and Turkey to exhibit the power behind Truman Doctrine

in-the-Istanbul-street, the mighty carrier *Leyte* riding at anchor in the Bosporus meant more than a spate of Washington news reports.

The "Doctrine" cruise began in mid-April when Vice Admiral Bernhard H. Bieri led his ships from Naples into Suda Bay at Crete and thence to Piraeus, the port of Athens, and to Istanbul. While in the U.S. some critics still questioned the Truman Doctrine, in the eastern Mediterranean the feeling was different. At Istanbul official parties welcomed the Navy (*below*). Everywhere crowds cheered and set up posters (*above*). The U.S. Navy had not been so popular there since Stephen Decatur in the historic *Intrepid* beat the Tripoli pirates in 1804.

PRESIDENT OF TURKEY Ismet Inonu (*third from left*) chats with Vice Admiral Bieri. Last week Inonu affirmed "unshakable friendship" for U.S.

ADMIRAL ON MULE BACK is George C. Dyer from the cruiser *Providence*. Here he leads a cavalcade down from Crete mountain monastery. Cheering crowds strewed path with rose petals.

BOSS BARNEY McFEELY (*center*), flanked by loyal lieutenants, handed out food at Hoboken political rallies. Sensitive about his bald pate, the boss liked to keep head covered.

BROTHER EDWARD, who became chief of police, is shown in rare picture. Opponents charged he drew pay 18 months while away.

NEPHEW THOMAS, superintendent of schools at $8,220 a year, maintained the dignity of Hoboken education by feeding a soldier with a baby's milk bottle at Kiwanis Club picnic.

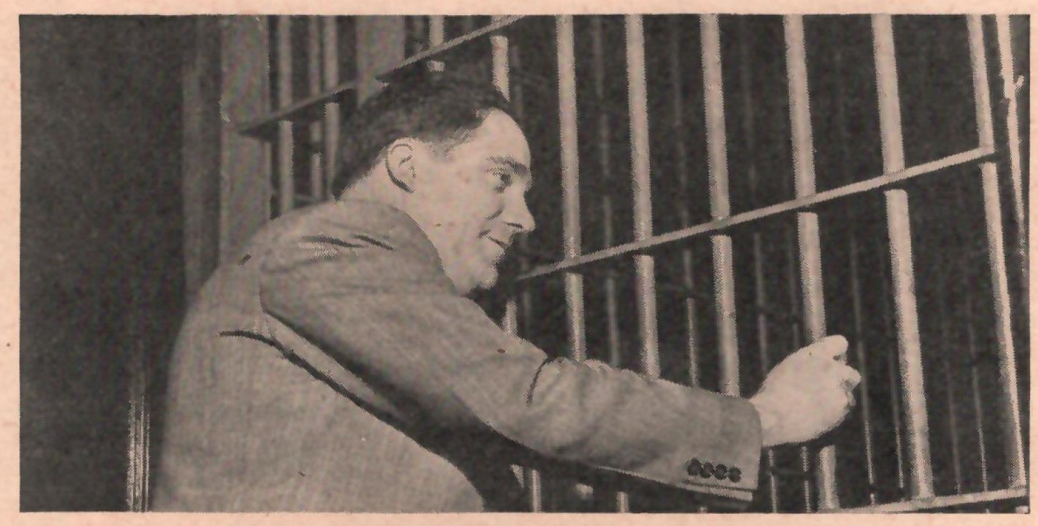
END OF A BOSS

Hoboken gets fed up, tosses out Barney McFeely and his relatives

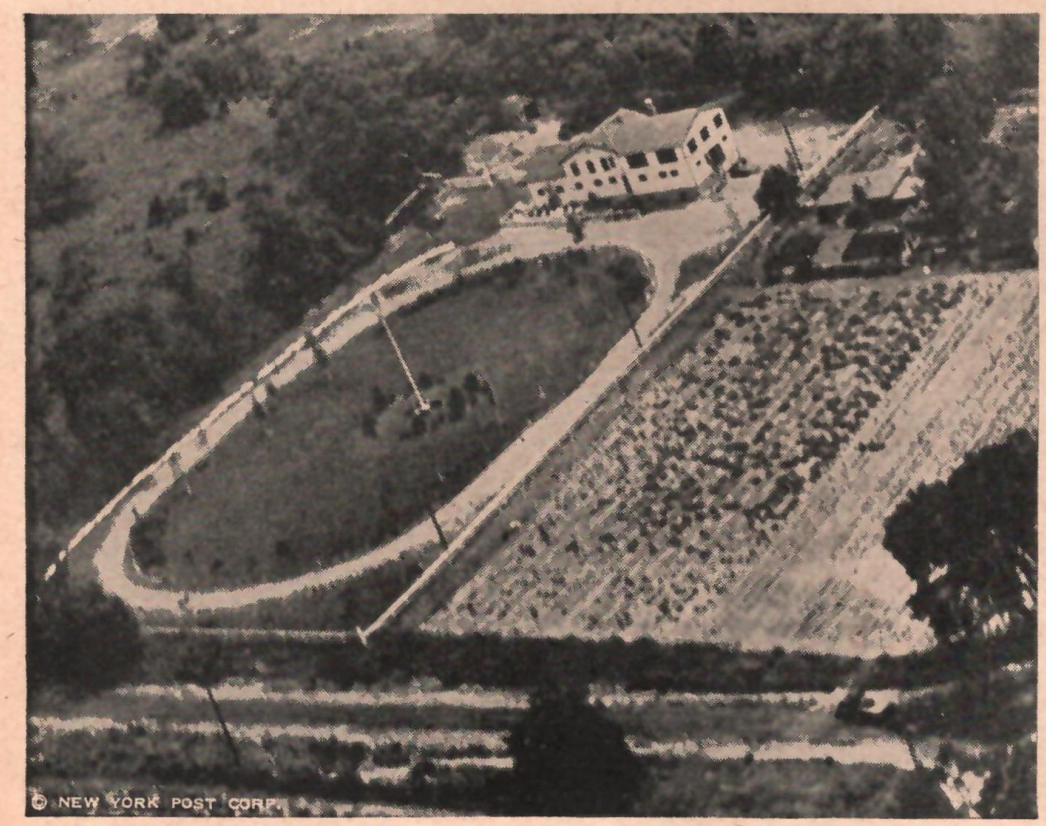
For the last 22 years Hoboken, N.J., a once prosperous industrial city, has been a one-mile-square tract of civic corruption completely surrounded by McFeelys. The McFeelys, descendants of an Irish butcher, were a thriving and prolific lot. Political dean of the family was Bachelor Bernard McFeely, who quit school when he was 9, drove a dump wagon, quit to become a ward heeler and prospered so well that he became undisputed Democratic boss of the city and its mayor. With Barney ruling the City Hall, Brother Edward and Nephew Thomas (*above*) became, respectively, chief of police and superintendent of schools. And soon all the little McFeelys and their various in-laws were participating handsomely in the city payroll, as is shown by the chart at the top of the opposite page. Once there were said to be 79 McFeelys and relatives on the rolls.

Before Boss Barney the city had paid $36,000 a year to have its garbage carted away. Suddenly the garbage business was handed over to the McFeely

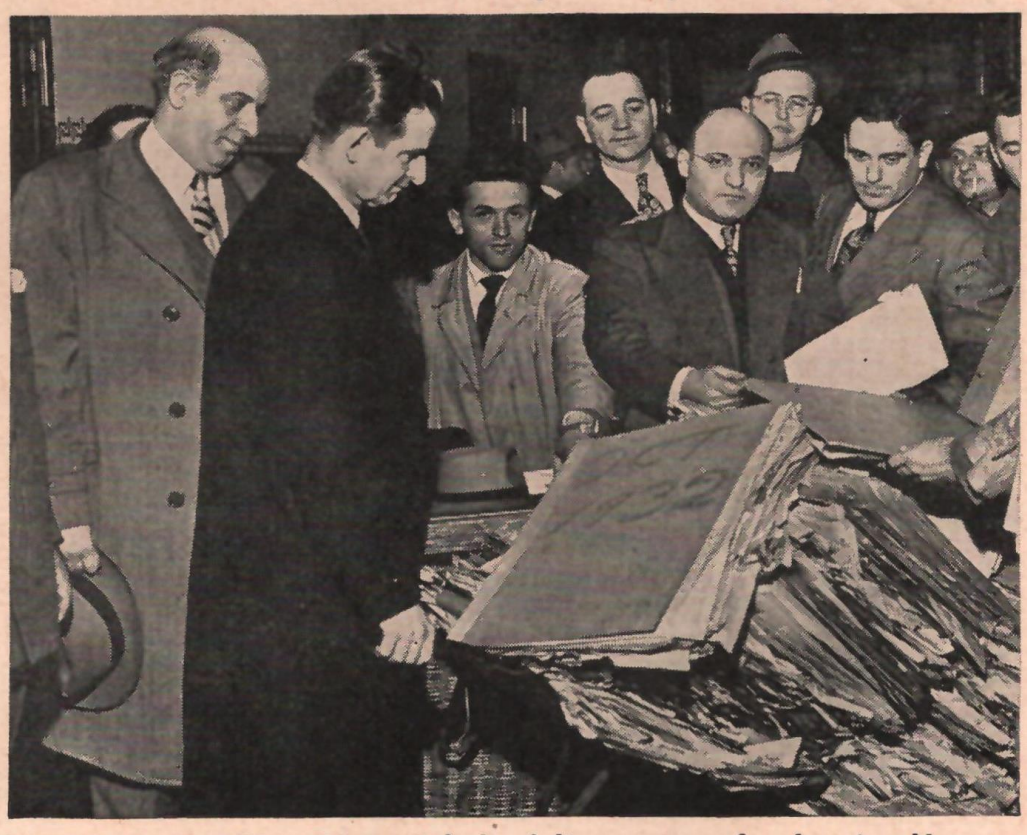
GARBAGE BUSINESS which enriched McFeelys by $112,000 a year was conducted with old-fashioned horse-drawn carts. Sometimes more garbage was spilled than collected.



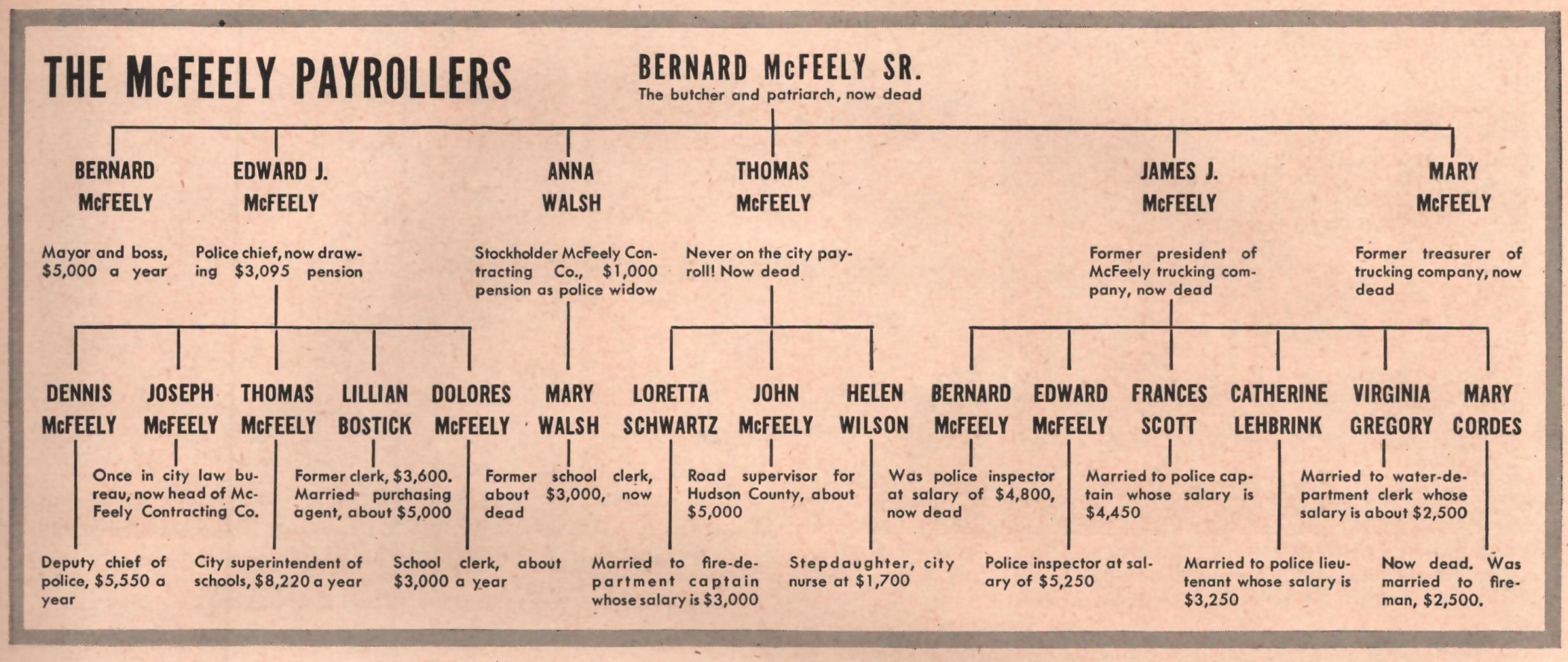
NEW POLICE COMMISSIONER George Fitzpatrick takes a nostalgic look at City Hall cell block which McFeelys once made him patrol all day for disloyalty to the machine.



BOSS'S RIDING CLUB, where he had seven horses and his own oval track, is impressive from the air. He recently sold the grounds at a give-away price to his nephew John.



TWO DAYS AFTER ELECTION the boss's lieutenants are found carting old papers from City Hall. New city officers stopped this for fear boss's records were being destroyed.


THE McFEELY PAYROLLERS
BERNARD McFEELY SR.
The butcher and patriarch, now dead
BERNARD McFEELY
Mayor and boss, $5,000 a year
EDWARD J. McFEELY
Police chief, now drawing $3,095 pension
ANNA WALSH
Stockholder McFeely Contracting Co., $1,000 pension as police widow
THOMAS McFEELY
Never on the city payroll! Now dead
JAMES J. McFEELY
Former president of McFeely trucking company, now dead
MARY McFEELY
Former treasurer of trucking company, now dead
DENNIS McFEELY
Deputy chief of police, $5,550 a year
JOSEPH McFEELY
Once in city law bureau, now head of McFeely Contracting Co.
THOMAS McFEELY
City superintendent of schools, $8,220 a year
LILLIAN BOSTICK
Former clerk, $3,600. Married purchasing agent, about $5,000
DOLORES McFEELY
School clerk, about $3,000 a year
MARY WALSH
Former school clerk, about $3,000, now dead
LORETTA SCHWARTZ
Married to fire-department captain whose salary is $3,000
JOHN McFEELY
Road supervisor for Hudson County, about $5,000
HELEN WILSON
Stepdaughter, city nurse at $1,700
BERNARD McFEELY
Was police inspector at salary of $4,800, now dead
EDWARD McFEELY
Police inspector at salary of $5,250
FRANCES SCOTT
Married to police captain whose salary is $4,450
CATHERINE LEHBRINK
Married to police lieutenant whose salary is $3,250
VIRGINIA GREGORY
Married to water-department clerk whose salary is about $2,500
MARY CORDES
Now dead. Was married to fireman, $2,500.

Contracting Co., which boasted a few old wagons like the one on the opposite page, and the price rose steadily to $112,000 a year. Hoboken contractors found it almost impossible to get a building permit unless they had their hauling done by the McFeely trucking company. Theater-owners discovered they were likely to have an old Sunday closing law invoked against them unless they contributed $600 a year to the political machine. Saloon-owners found that the price of a license was a $200 contribution.

In an average year the machine collected $100,000 and spent about $15,000 on election campaigns. Old Boss McFeely, of course, handled the funds himself. Though his salary as mayor never rose above $5,000 a year, he piled up wealth estimated at $3 million.

Anybody who protested quickly regretted his folly. A policeman who asked for better working conditions was forced to patrol empty cell blocks and make a written report every half hour (*see opposite page*). A milkman who talked to one of the boss's enemies found that no city employe would buy from him. But this year businessmen, veterans and disgruntled police got together a reform ticket for mayor in the May 13 election. The votes, fortunately, were counted on a voting machine for the first time in any Hoboken city election. The result: Boss McFeely was out and the whole city, except for the McFeely clan, was wild with joy (*below*). County Boss Frank Hague's empire, already crumbling, had lost a province that usually delivered 17,000 votes.

VICTORY RALLY draws crowd of happy Hoboken citizens to downtown headquarters of Good Government ticket as returns come in on election night. When McFeely defeat was announced, joyous residents turned out 10,000 strong, stopped traffic for blocks, set off firecrackers and paraded with sign, "Goodby, McFeely; we're glad to see you go."

WALKING WITH THEIR MOTHER AT CONEY ISLAND, THE TWO SETTEDECATO CHILDREN GINGERLY FEEL THEIR WAY ALONG THE BOARDWALK IN THEIR BARE FEET

SPRING AT CONEY

Kids undress for season's opening

In the spring a New York photographer's fancy turns to Coney Island. Accordingly Ralph Cayton went to the boardwalk's entrance at Steeplechase Park on the afternoon of May 13. The thermometer stood at 85°, a near record for the date. As if by a seasonal appointment, along came Mrs. Vera Settedecato of Brooklyn and her two young children. They conveniently provided Photographer Cayton with the season's first hot-weather picture. They also conveniently provided the management of Coney Island with a means of reminding the public that it was scheduled to open for summer business just four days later. But, as usual, all prospective patrons will be required to wear bathing suits.

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VOTED THE MOST VALUABLE PLAYERS
IN THE AMERICAN AND NATIONAL LEAGUES

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B BETTER TASTING
C COOLER SMOKING

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An American Gentleman's Whiskey since 1860.

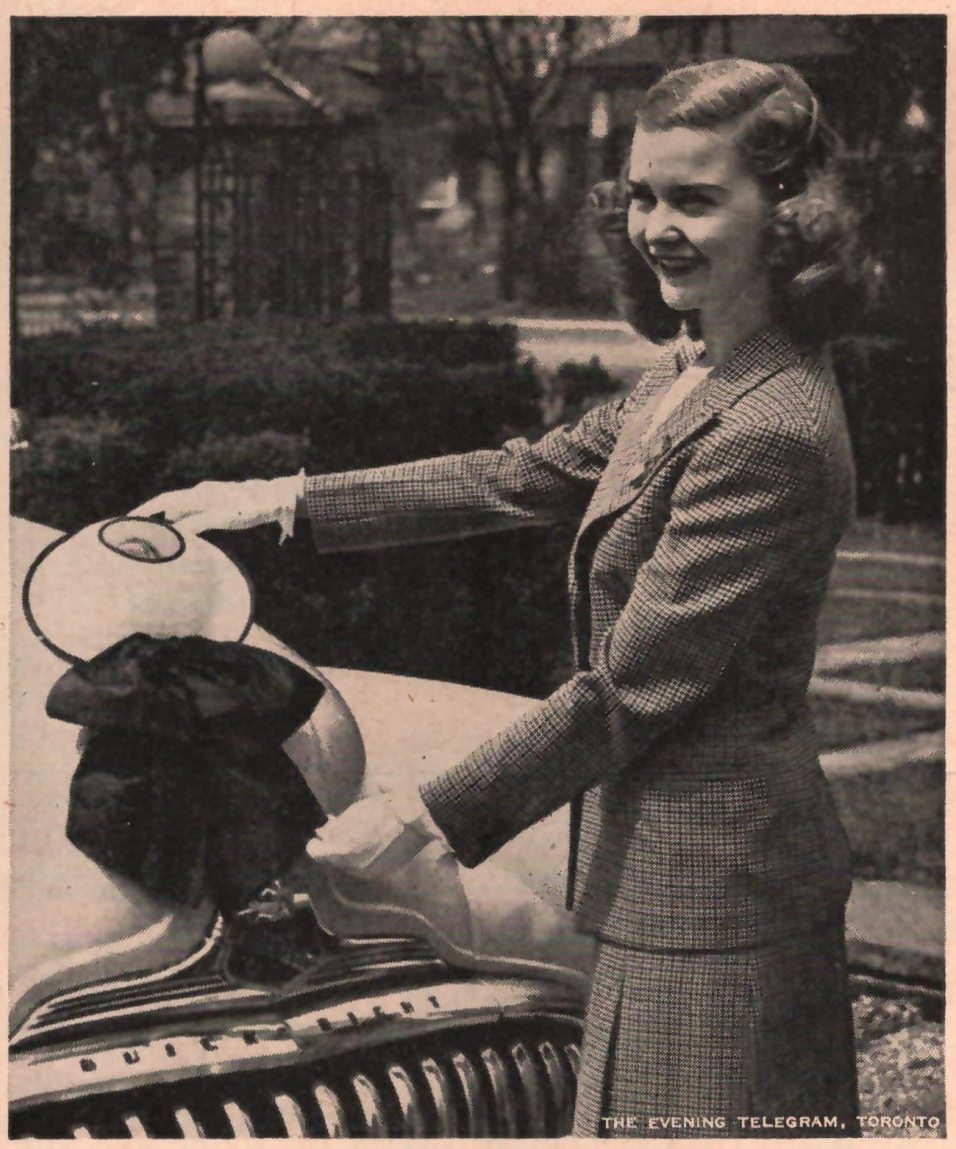
HUNTER

FINE BLENDED WHISKEY

Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended whiskey, 92 proof. The straight whiskies in this product are 6 or more years old. 40% straight whiskey. 60% grain neutral spiri

PEOPLE

QUEEN MOTHER, the Dowager Queen Mary, who braved Britain's winter while son George and family toured sunny South Africa, takes a spring walk and inspects the cherry blossoms at the Kew botanical gardens in London (*right*). She enjoyed the outing but kept her parasol up. Queen Mary will celebrate her 80th birthday on May 26.



ICE-SKATING CHAMPION Barbara Ann Scott hangs her crepe-trimmed hat on canary-colored convertible given her by Ottawa fans. U.S. Olympic official Avery Brundage hinted that keeping car might cost Miss Scott her amateur status. She gave it back.

KING-SIZED KISS is planted on cheek of Winston Churchill by French Premier Paul Ramadier after award of France's Médaille Militaire at Paris. Churchill was given the honor for his wartime leadership. He was visibly affected by ceremony (*above*).

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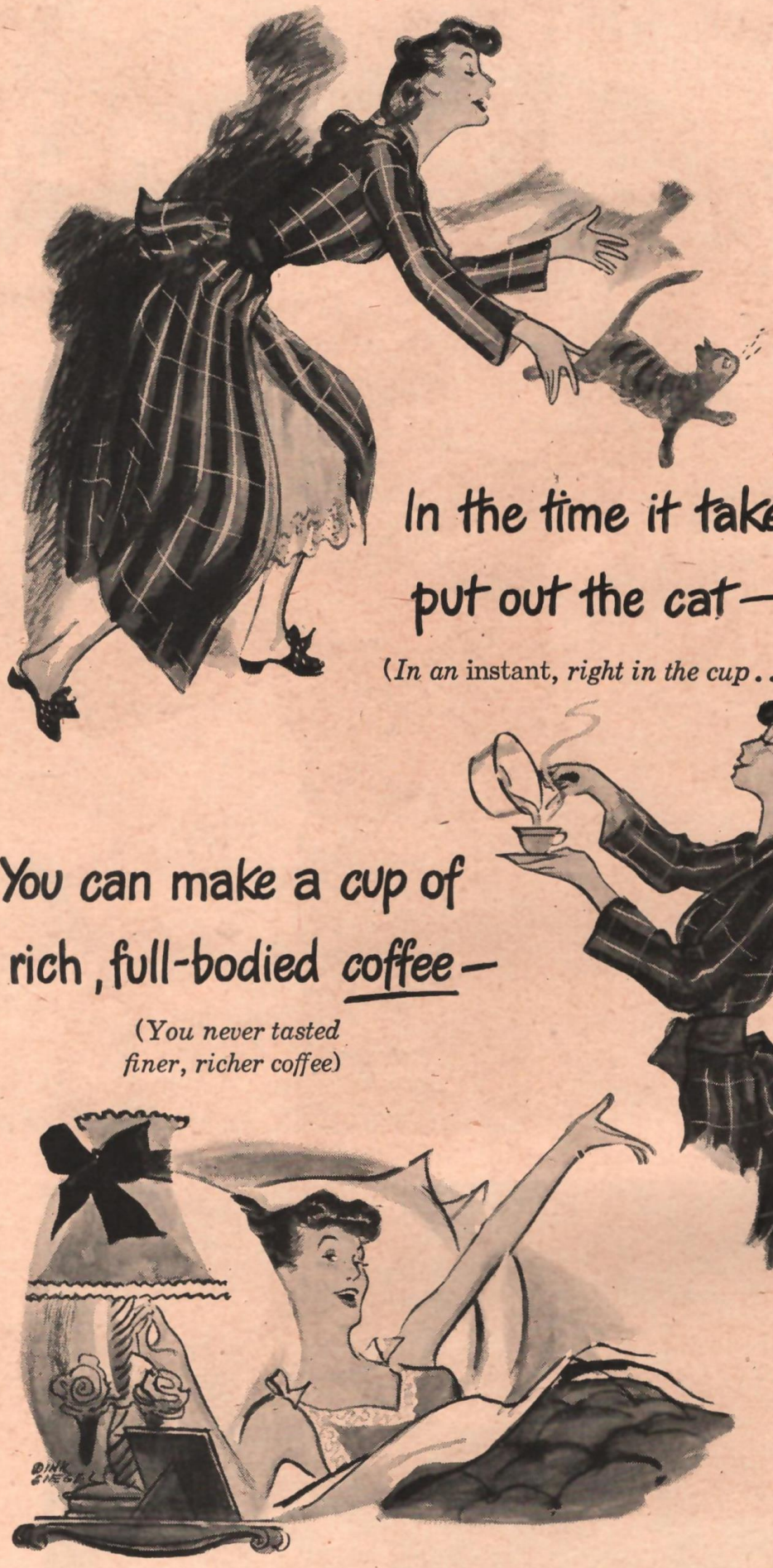

NEW ENGLAND LAUGH

The staid old New Englanders of Pawtucket, R. I. have long been irked by the pealing laughter of a 57-year-old fellow citizen named Samuel Hyder, whose fits of mirth can be heard blocks away. Last week Hyder was arrested and fined because the chief of police caught him laughing on a downtown street when there was nothing to laugh about. The charge: reveling.

SOUTHERN SMILES

The people of Memphis, Tenn. have long known that their political boss, Ed Crump, has a beautiful granddaughter. But only once in the last 15 years have they seen the two together in a picture. Finally last week up popped Boss Crump to pose with his 21-year-old granddaughter Betty, by some strange coincidence the Queen of Memphis' annual Cotton Carnival.

CONTINUED ON PAGE 48

A SPARKLING NEW RCA VICTOR ALBUM!

"BLOSSOM TIME"

ROMANTIC GEMS FROM ONE OF THE MOST FAMOUS MUSICAL SHOWS OF ALL TIME... RECAPTURED IN ALL THEIR BEAUTY!

STARRING... **AL GOODMAN**

"YOU ARE MY SONG OF LOVE"

Al Goodman conducted "Blossom Time" during its first Broadway run! Now he brings you its ten hit songs . . . based on Schubert's loveliest melodies. Top hit is *Song of Love*. The album stars Al and his orchestra . . . Earl Wrightson, Donald Dame, Mary Martha Briney, Blanka Periç, the Mullen Sisters and The Guild Choristers.

"FLASH! MORE NEW HITS FROM RCA VICTOR!"

FREDDY MARTIN and his Orchestra: *I Can't Get Up the Nerve to Kiss You* (vocal by Clyde Rogers and the Martin Men) and *Piano Portrait* (featuring Murray Arnold at the piano). Record 20-2165, 60¢.

VAUGHN MONROE and his Orchestra: *You Can't Hide Your Heart Behind a Kiss* and *Dreams Are a Dime a Dozen*. Vocals by Vaughn and The Moon Maids. Record 20-2226, 60¢.

THE THREE SUNS: *I Never Knew* and *Unless It Can Happen with You* (vocal by Artie Dunn). Record 20-2197, 60¢.

Prices are suggested list prices, exclusive of taxes.

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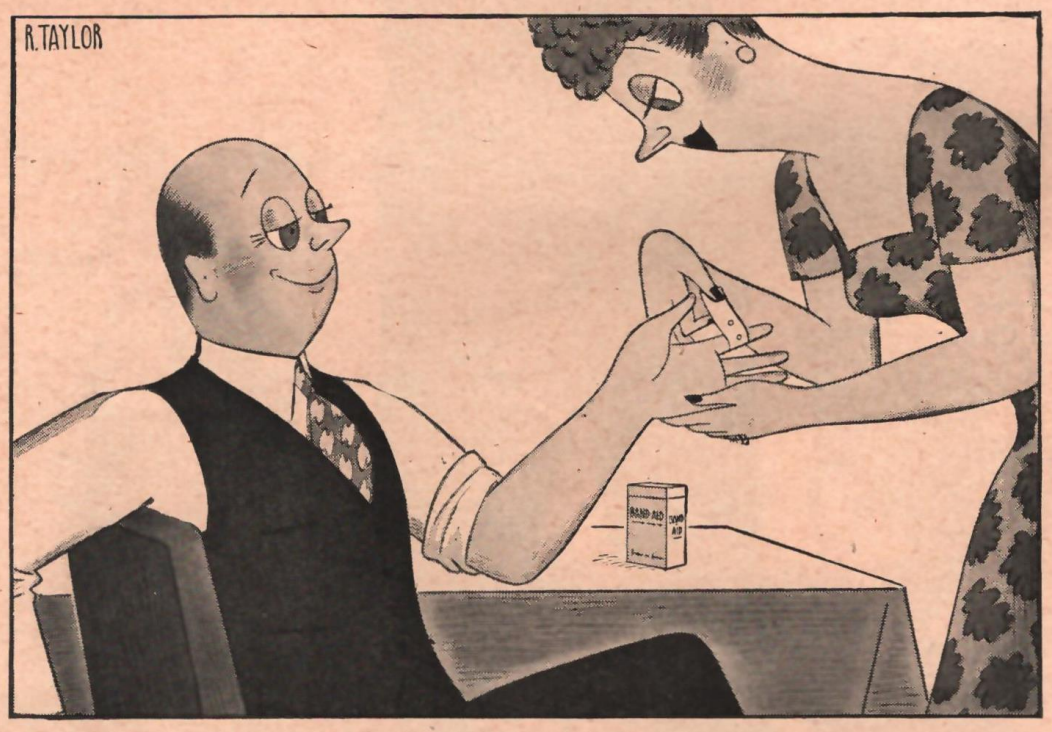
TEN SONGS, BRIMMING WITH MELODY!

Besides *Song of Love*, you'll enjoy *Peace to My Lonely Heart* (from Schubert's *Ave Maria*), *Three Little Maids*, *Only One Love Ever Fills the Heart*, *In Old Vienna Town*, *Serenade*, *Tell Me Daisy*, *My Springtime Thou Art*, *Let Me Awake* and *A Schubert Medley*. Ask for Album P-173, $4.50.

THE STARS WHO MAKE THE HITS ARE ON **RCA VICTOR RECORDS**

"HIS MASTER'S VOICE"

All steaks aren't Tenderloins!



All adhesive bandages aren't **BAND-AID***

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Any tiny cut or blister can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage.

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

WINNER, WAR VETERAN CAPETO, 69, FINGERS HIS WOUNDED PATE

AN AFFAIR OF HONOR

THE LADY

A veteran of the Spanish-American War, John L. Cook, 67, was getting annoyed. Each time he went out with Mrs. Leona Huff (*left*), a widow of a certain age, they were shadowed by Emilio Capeto, 69, another veteran of the Spanish-American War. Like Cook, Capeto carried a cane and lived in the Soldiers' Home at Washington, D.C. On May 12, when Cook and his lady stepped off a streetcar, Capeto hopped out too, trailed them down the street. Cook's patience was at an end. So he stopped, asked Capeto why he always followed them. Capeto said not a word but started beating Cook around the head with his cane. Cook fought back with his. By the time a policeman stopped the duel a few minutes later, Cook's left eye was blackened, his face scarred and his scalp in need of some stitches (*below*). Burly Capeto suffered only one minor wound (*above*), but he was arrested for assault. Said his lawyer, "The police shouldn't have intervened. It was an affair of honor."

LOSER was old soldier Cook, 67, even though he carried more formidable weapon. He boasted, "I landed some on him too."

Lacy Slip perfectly sized just like your dresses, $5.00

Lacy Slip in Your Dress Size

Newest Textron Slip deeply edged and strapped with lovely lace.

Of snowy rayon satin, gleaming like white flowers against a shadow. Fits like your shadow, too, because Textron sized it exactly like your dresses. Not just at the bust alone, but at the waist and hipline, too. Just ask for your dress size . . . 12 to 20 average, 12 to 16 short . . . new Textron idea to take the confusion out of slip buying. Choose Textron's lacy Dress Sized Slips in Snow White or Pink Angel. See many other Textron Dress Sized Slips . . . Textron-tailored from fiber to finished fashion . . . from $3.50 to $6 at leading stores throughout the country.

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REG. U. S. PAT. OFF.

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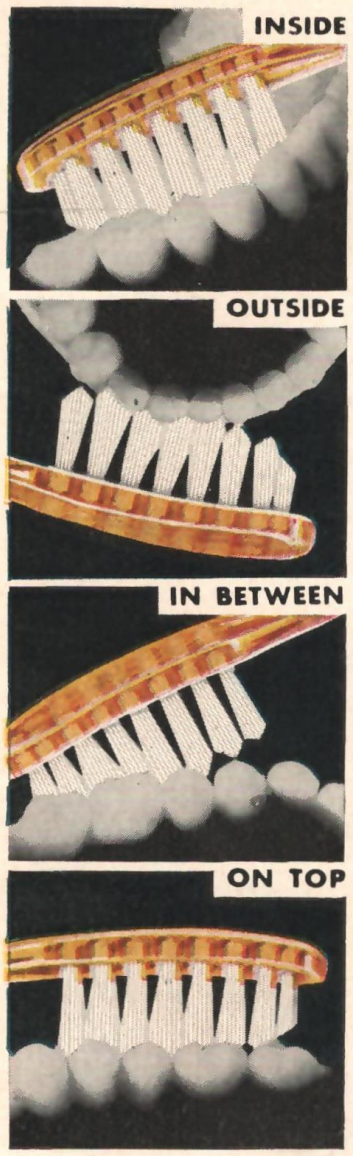


Proof you can see!

It reaches every surface of every tooth every time . . .

You'll notice the **sparkling** proof right from the very first **thorough** brushing. For here's a precision instrument with a brush head **curved two ways** to reach every surface of every tooth—inside, outside and in between. A proven design to bring out all the natural beauty of your teeth—the full, glorious charm of your smile. It's **sealed in glass** for extra protection and **guaranteed** to give you cleansing satisfaction for a full year. Get your Dr. West's Miracle-Tuft today. There is no finer toothbrush!

Available also in Professional 2-row and Oro 2-row design → as prescribed by some dentists.

50¢

Copr. 1947 by Weco Products Company

IN RUSSIAN VERSION OF A NEW YORK APARTMENT, REPORTER HARRY SMITH (REAR) TELLS HIS TROUBLES TO FRIEND BOB MURPHY, WHO LEANS CASUALLY ON DESK

RED "FRONT PAGE"

Soviet play attacking journalism in the U.S. is a big hit in Moscow but international flop in Berlin

The most publicized play in Europe this spring is a drama called *The Russian Question*. It came by the publicity in a curious way. The play, which opened in Moscow, is about an American newspaper reporter and his powerful, anti-Russian boss. Russian Author Konstantin Simonov so clearly labeled it a Russian's eye view of the U.S. that when performances were announced for Berlin, the American occupation officials almost protested (*p. 57*). But they did not have to. For possibly the first time in history an international incident was averted by the sheer dullness of one play.

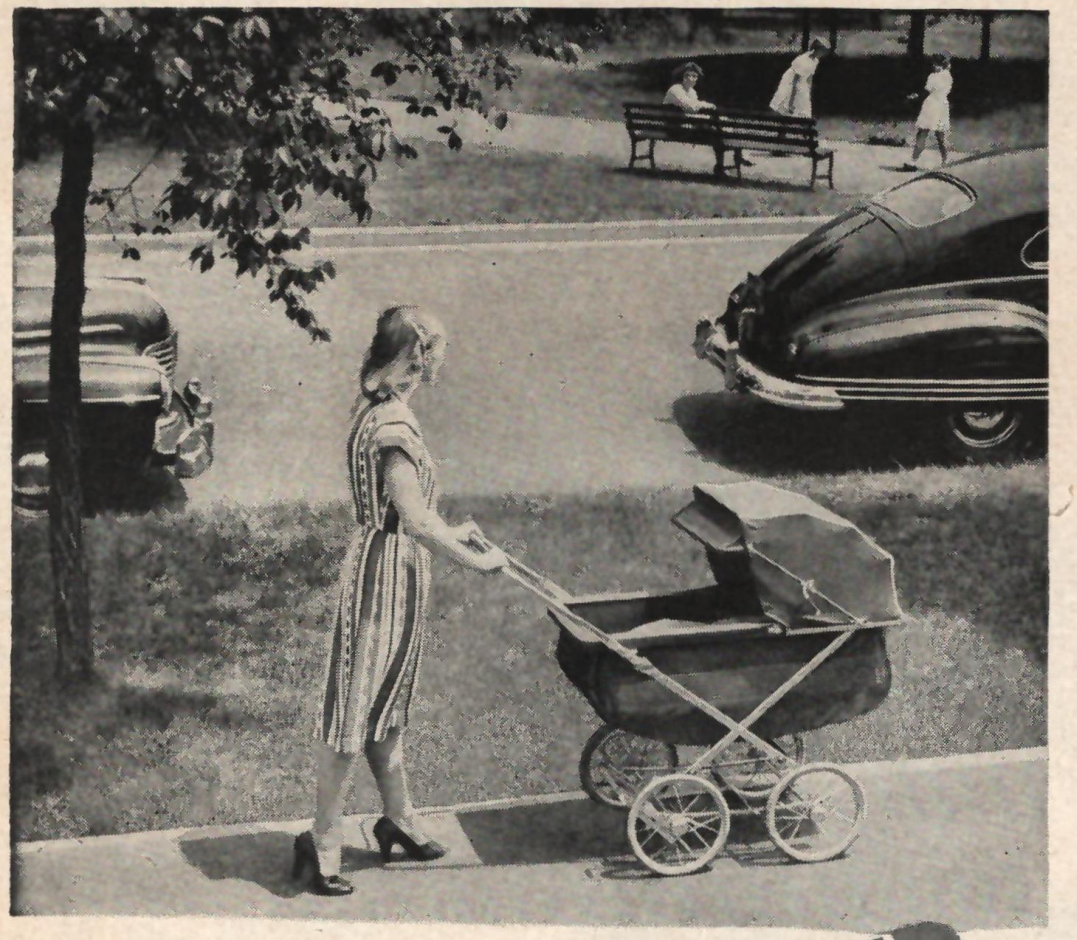
Playwright Simonov's journalists make Hollywood's rollicking reporters look almost documentary. Simonov's newspapermen frequent a bar equipped with gilt coat hooks, order drinks by bellowing, "Whisky!" to waiters who dispense it from a juke box. The play's other characters help sustain the same bad impression with such lively dialog as "I'm tired. An apple pie is hard to make!" Nevertheless *The Russian Question* is a big hit where these pictures were taken—in Moscow.

THE VILLAIN is cynical Publisher MacPherson (*left*), who plots anti-Russian story with stooge and gazes at portrait of Mussolini. Portrait of Laval is on wall (*left*).

THE HERO is Reporter Harry Smith, shown with his wife Jessie. In this Moscow performance Jessie is played by Valentina Serova, who is Playwright Simonov's wife.

CONTINUED ON NEXT PAGE

You're tempted to "short cut" but . . .



Cross at the CORNER

ADVISES THE NATIONAL SAFETY COUNCIL

So inviting—that bench in the sunlight. Just a few steps away if you dash across the street. But so many accidents happen this way—thundering trucks come out of Nowhere . . . cars parked at the curb, pushed by others, can suddenly close the gap you and Baby are going through . . .

Be especially careful in crossing streets, advises the National Safety Council, which serves us all as a clearing house for safety information. "Cross at the corner; always obey traffic lights; don't move into the street from behind parked cars."

We of Storkline are happy to give national circulation to the Council's advice because, for 30 years, it has been our business to produce better things for babies and mothers . . . nicer, more convenient, *safer* things. In all the world, we are the largest manufacturer of infant and juvenile furniture and baby carriages.

Be *sure* to see the Storkline things at a local department, furniture or juvenile store. You'll *love* them.

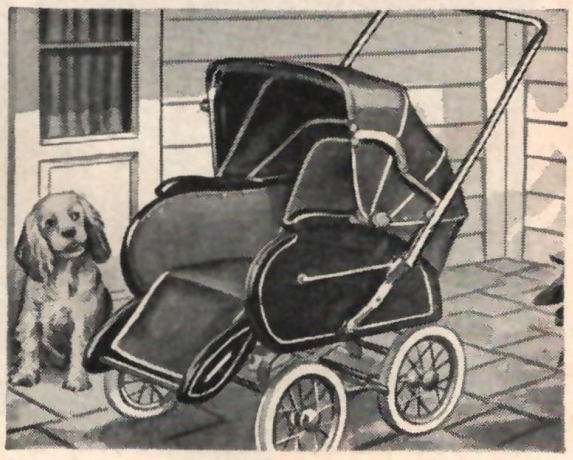
FREE—We'll send you the National Safety Council's excellent leaflet of safety rules for Mothers. Address Storkline, Dept. B-3, Box 7570, Chicago 80, Illinois.

STORKLINE FURNITURE CORPORATION
Chicago • New York

Storkline THINKS OF EVERYTHING

(ABOVE)
● The wonderful thing about this handsome Storkline Carriage is that it folds and unfolds like a fan. And, too, the handle adjusts easily to your height. It stores in practically no space at all and it rides like a dream. See it and other Storkline models.

(RIGHT)
● Storkline's streamlined stroller, the *Parkliner*. A reversible pusher, with front wheels working independently of rear ones to give your baby a bump-free ride. Foot rest adjusts upward, back rest downward to make a full sleeping compartment. Isn't it a beauty?



BRIEFING is given to Smith (*right*) by renegade Red, Jack Gould (*center*). MacPherson (*left*) offers $30,000 for anti-Soviet story. Smith finally accepts.

WHEN HE GETS BACK from Russia, Smith is conscience-stricken, dictates pro-Soviet story. U.S. reporters will note that Reporter Smith has secretary.

CELEBRATING when friend Murphy convinces Smith that book publisher might use pro-Soviet story, Jessie and Smith sing and dance with Murphy.

CONTINUED ON PAGE 54

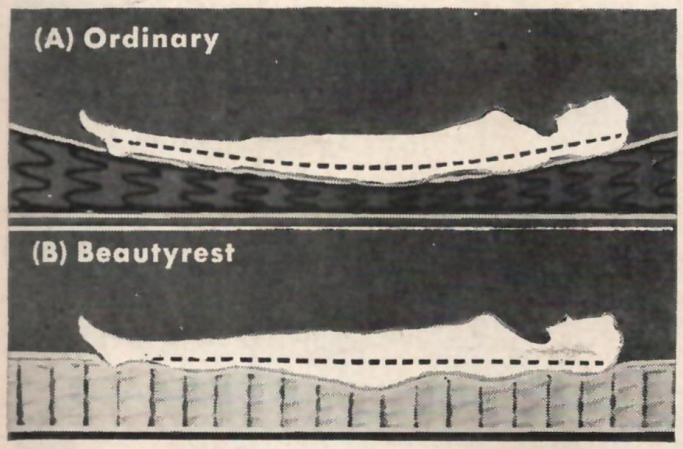
In 60 seconds, DOROTHY LAMOUR learns how to buy a better mattress

1. It doesn't take long to discover the secret of Beautyrest's famous "*luxury comfort.*" And Dorothy Lamour proves it as she makes the "glass of water test." In only 60 seconds, she learns why Beautyrest is so much more *restful* than *ordinary* mattresses!

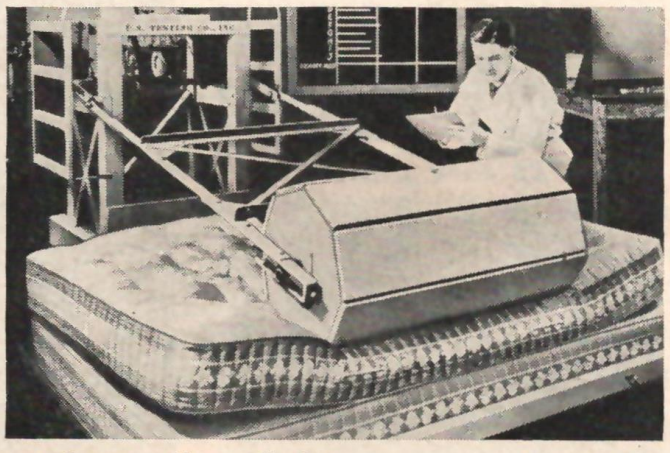
2. First... Dorothy puts the glass on springs of an *ordinary* mattress, then presses near-by coils. The water *spills!* Ordinary mattress coils are *all wired together* . . . go down together . . . thus often form uncomfortable *sags* and *hollows!*

3. But notice how steadily the glass stands when Dorothy places it on Beautyrest springs—and presses, as above. Beautyrest has 837 *individually pocketed springs* . . . conforming to contours of your body. No sags! No hollows!

DOROTHY LAMOUR, *co-starring in* "VARIETY GIRL," *a Paramount Picture.*



4. Compare the comfort! Above (a), see how an *ordinary wire-joined* mattress may sag under you. But below (b), observe how Beautyrest's 837 coil springs give you *more natural support.* We make *both!* We know Beautyrest comfort has *no* equal!



5. Compare the quality! In "torture tests" made by U. S. Testing Co., Inc., Beautyrest lasted *far longer* than any other mattress tested! That's why Simmons guarantees Beautyrest *for at least 10 years.* Costs only $49.50—*little more than 1¢ a night!*

6. Matching Beautyrest Box Spring is a natural mate to your Beautyrest mattress! $49.50. Order a Beautyrest Box Spring when you order your new Beautyrest mattress—and get the *world's most luxurious* comfort combination! See your dealer today!

Only SIMMONS makes *Beautyrest**

MAKERS OF THE WORLD'S ONLY ELECTRONIC BLANKET AND OTHER FINE-QUALITY BEDDING

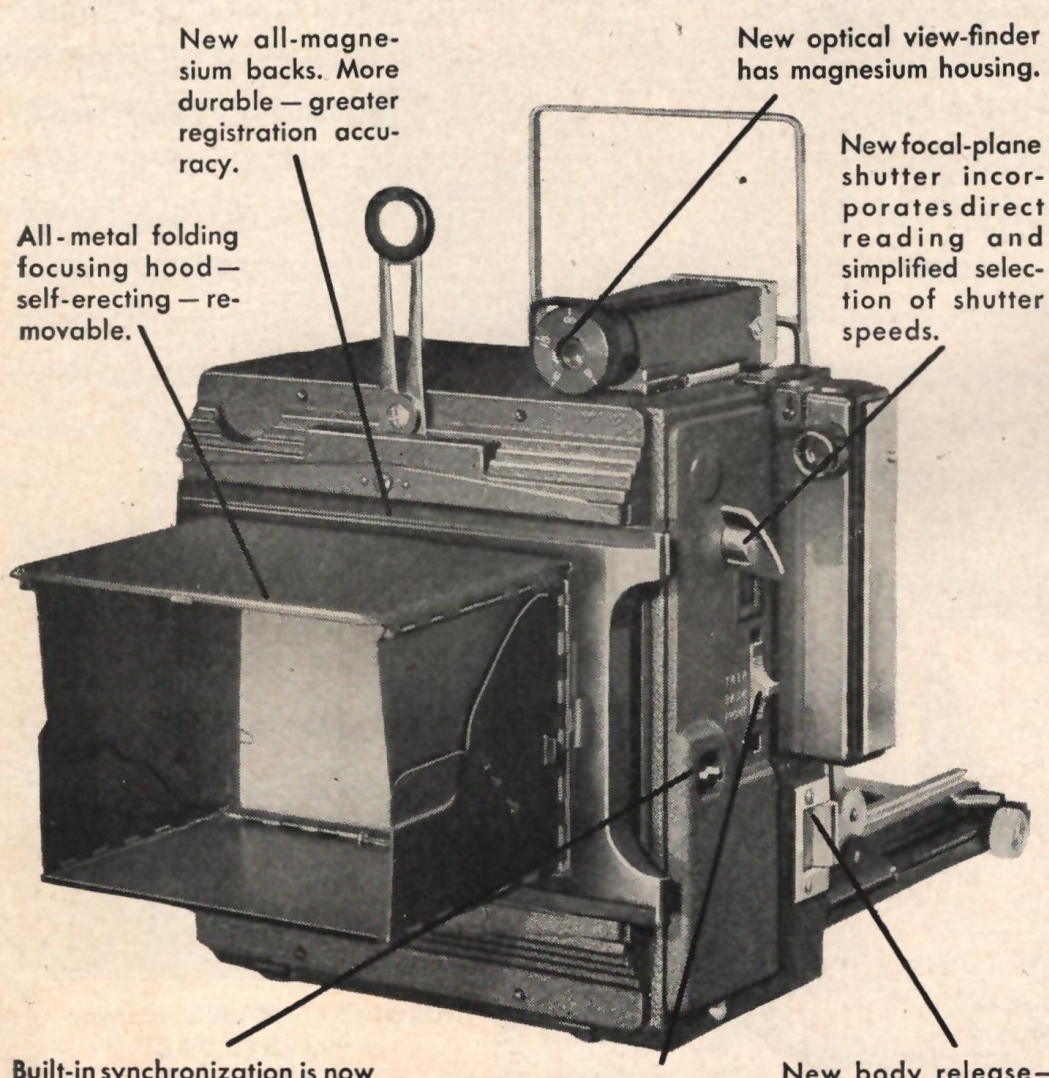
* REG. U. S. PATENT OFFICE
© 1947, SIMMONS CO., MDSE. MART, CHICAGO, ILL.

GET BEHIND ONE OF THE GREAT NEW

Pacemaker

GRAPHICS

FOR THE THRILL OF YOUR LIFE!


New all-magnesium backs. More durable — greater registration accuracy.
New optical view-finder has magnesium housing.
New focal-plane shutter incorporates direct reading and simplified selection of shutter speeds.
All-metal folding focusing hood — self-erecting — removable.
Built-in synchronization is now standard equipment in all 3 Pacemaker SPEED GRAPHICS.
New shutter selector permits instant setting for selective use of either front or back shutter.
New body release — operates either front or back shutter, as you choose.

6 NEW CAMERAS

—3 picture sizes to choose from

- SPEED GRAPHIC "23"
- *Crown* GRAPHIC "23"
- SPEED GRAPHIC "34"
- *Crown* GRAPHIC "34"
- SPEED GRAPHIC "45"
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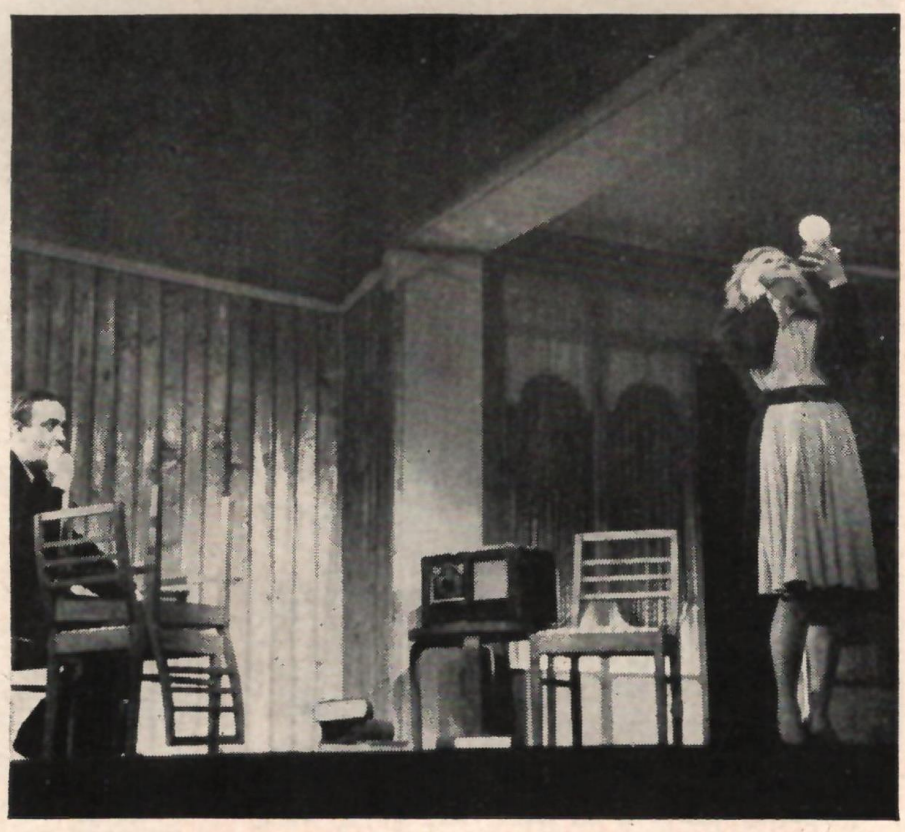
The new Pacemaker *GRAPHICS* retain those features that have made the name *GRAPHIC* famous. Their 23 new *plus* features make them finer, more accurate, more smoothly-operating cameras for you to enjoy. The Crown is especially designed for those who demand all of the *SPEED GRAPHIC* features yet do not require the added versatility of the wholly new focal-plane shutter. For the tops...

SEE YOUR LOCAL GRAFLEX DEALER

GRAFLEX INC.

For descriptive literature, write to Room 10, Graflex, Inc., Rochester 8, N. Y., or call at 50 Rockefeller Plaza, New York, N. Y., or 3045 Wilshire Blvd., Los Angeles, Cal.

THEIR HOPES ARE DASHED when book publisher, Kessler (*center*), announces anti-Russian MacPherson will ruin him if he prints pro-Russian story.



RUINED, Smith loses his job, his money, his furniture and his house. Jessie powders her nose. Not wanting to become a burden to him, she is walking out.

CURTAIN CALL brings cast upstage. Author Simonov made observations on trip to the U.S. last year as guest of American Society of Newspaper Editors.

CONTINUED ON PAGE 57

YOU'RE REALLY

Lucky in Love

When He Gives You a LANE!

It's Love for Keeps with a Lane Cedar Hope Chest

The bride knows you're *bound to be lucky in love* . . . starting your romance with a Lane! For this is the *real love* gift—the gift that starts the home! Sanctuary of trousseau treasures today . . . sanctuary of happiness for all tomorrows to come. Besides, Lane Cedar Hope Chests are beautifully designed in so many exquisite styles, there's one just right to start the "Love Nest" of your dreams!

The Only Tested AROMA-TIGHT Cedar Chest in the World,

with Lane's Exclusive Patented Features. Backed by free Moth Insurance Policy written by one of the world's largest insurance companies. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.

No. 2144. A magnificent chest with front panel of matched American Walnut stump flanked with borders of diamond matched American Walnut and exotic Zebra Wood. Balance of chest is American Walnut. Equipped with Lane patented Automatic Tray.

$49.95

Slightly higher in the West and Canada

No. 2160. 18th Century design in lustrous Honduras Mahogany. Simulated front with drawer in base. A beautiful addition to your room!

THE GIFT

THAT STARTS THE HOME

LANE Cedar Chests

No. 2151. A modern design in pencil striped American Walnut. Hand-rubbed and polished finish. Equipped with Lane patented Automatic Tray.

LANE Cedar Hope Chest

A Million Maidens Yearn for This Romantic Love Gift

cool as a
shaved lion...

handsome
as a just-painted zebra...

washable
as a crocodile's back...

...that's Arrow SUDAN SPORTS SHIRTS

That's covering a lot of ground for a shirt, but the new SUDAN rates it!

Arrow's luxurious new sports shirt *will keep you cool.* SUDAN is something new under the sun. Cut from a royal fabric,* it "handles" like silk.

Fits perfectly before and *after* washing! *The trade mark "Sanforset" is your assurance that* SUDAN *will not shrink or stretch out of fit.*

Comes in 7 sparkling pastel colors... with short sleeves $3.75, or long, $4.50.

Oh yes. Look at the price. Strictly medium-low for a heaven-high quality job.

At your dealer's now. See the *new, luxurious* SUDAN!

*BUR-MIL *Rayon Fabric*

Cluett, Peabody & Co., Inc.

FOOT HEALTH WEEK MAY 24-31
Sponsored by National Assn. of Chiropodists

Say good-bye to your foot problems the easy BLUE-JAY way!

Why suffer from common foot ailments when it's so easy to get welcome relief the Blue-Jay way? Just pick the Blue-Jay Foot Aid that fits *your* need—and have happier, healthier feet!

STOP CORN PAIN

Blue-Jay Corn Plasters have exclusive anesthetic Nupercaine* that curbs surface pain. Soft Dura-felt pad *instantly* stops shoe-pressure pain. Gentle medication loosens hard "core"—lift it out in a few days. Streamlined, flesh-colored, non-slip. *Now in 2 sizes: Standard and Little Toe.* Also Blue-Jay Soft Corn Pads.

*Reg. U. S. Pat. Off. Ciba's Brand of Dibucaine

Relieve, Removes CALLUSES!
Blue-Jay Callus Plasters relieve painful pressure while medication helps remove callus.

Soothe TIRED FEET!
Blue-Jay Foot Powder reduces perspiration and deodorizes, is soothing and cooling.

Protect from BUNIONS!
Blue-Jay Protect-O-Pads for Bunions are soft, cushioning, reduce pressure and friction.

End SHOE TORTURE!
Cut Blue-Jay Cushion Moleskin to fit over tender spots where shoe rubs. Extra soft, adhesive, flesh-colored.

NEW! Blue-Jay All-Elastic Arch Lift
100% more effective than ordinary bands. Comfortable—easy to put on—not bulky. Gives greater relief from arch strain and fatigue.

For more serious foot ailments, see your chiropodist

BAUER & BLACK
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BLUE JAY

Use the Manicure Implements PREFERRED BY PROFESSIONALS

La Cross
Cuticle Nippers
Finest cutlery steel
—razor keen
blades—$3.50

La Cross
Schnefel Bros. Corporation, 630 Fifth Ave., New York 20

John Koval*
has switched to Calvert because Calvert is mellower

*of 1235 Bellows Street, Akron, Ohio

CALVERT RESERVE Blended Whiskey—86.8 Proof—65% Grain Neutral Spirits. Calvert Distillers Corp., New York City

THE BERLIN OPENING

Official publicity turned it into near riot

BERLIN

At Max Reinhardt's former Deutsches Theater the Russians scored a coup which a Broadway press agent might dream of but seldom hopes to realize. As a matter of fact they almost turned an extremely dull play into an international incident.

The sequence of events started when Wolfgang Langhoff, the Communist-line director of the Deutsches Theater, announced the play. Then the publicity campaign, ably assisted by the Russian propaganda machine, got into full swing.

No less a person than Brig. General Robert A. McClure, chief of the Information Control Division of the American Office of Military Government, jumped into the act. In a statement to the American-licensed newspaper, *Neue Zeitung*, he officially declared that production of the play would be proof of bad taste. The newspaper indicated that the Americans would make an official protest. Of course three Soviet-licensed newspapers immediately came out in editorial support of the play and the battle was joined. American Military Government officials were in a mild dither. There was no question that the play violated a tacit understanding among the occupying powers that they would refrain from publicly criticizing each other. But the play also looked like a sure flop. So two factions emerged—those who thought that a formal protest should be made, in which case the Russians would probably withdraw the play; and those who thought that the play should be allowed to die quietly. General McClure took the matter to General Lucius D. Clay, military governor of the U.S. zone, who decided against protesting.

But the campaign got hotter. Frederick N. Leonard, Director of Information Control, Berlin Sector, protested informally to his Russian counterpart, then suddenly saw his action interpreted by the newspapers as a full-scale official protest. Director Langhoff thereupon went on the air to defend the play.

By this time the Russian theater officers, who had merely carried out orders from Moscow to have Simonov's masterpiece put before a Berlin audience, were getting nervous about the whole idea. Two members of the German cast, afraid of offending one of the occupying powers, quit their jobs. Rehearsals were called off, then started again. Finally the play was somehow made ready.

Tension on opening night

By opening night excitement was at a fever pitch. Hours before curtain time black-market tickets were being sold for as high as 500 marks, a pound of coffee or a half-carton of cigarets. Tension mounted as Russian cars swept up to unload their bemedaled cargo. Then, defiantly, a few U.S. cars drew up to the curb, and the spectators waited for the exciting developments. But five minutes after the curtain had risen, the tension was over. It was obvious that the Americans who had figured the play might prove a flop had a pretty safe bet on their hands. The audience did its best, but the applause was intermittent. The confused state of even the sympathizers was shown clearly when a claque in the gallery let loose with a machine-gunlike burst just before the hero's final climactic speech.

The critics as usual had the last word. The Russian-licensed press stuck nobly together, but only the most servile could find it good theater. No critic noticed one important point, a concession which the Deutsches Theater made to the presence of Russia's American allies in Berlin: the name of the reporter who consumes $75 worth of whisky per week and constantly refers to himself as a "pig" had been changed from Robert Murphy to Robert Murray, in deference to General Clay's political adviser. The American-licensed *Tagesspiegel*, however, made the most telling point. "On this subject," it wrote, "a more important Russian voice has spoken. 'If we begin to insult each other with words of monopolist and totalitarian,' said Stalin to Stassen a few days ago, 'it will lead to no cooperation. . . . If we distract each other with criticism, that is propaganda.' "

—PERCY KNAUTH

Jan will keep you out of the red

Tan with Jan! It's lanolized to keep your skin soft and smooth. It will help you tan any shade from copper to beige! It feels wonderful. 3 oz. oil 49 cents. 3 oz. lotion 59 cents . . . also available in 6 oz. size. Get yours today!

new Jan sun oil
. . . for tanners who want a deep copper tan.

Jan outdoor protective cream lotion
. . . for thin-skinners who need help and protection.

TAN WITH JAN
it's lanolized marvelous by Jantzen

The Record Speaks

THE AMERICAN sportsman (may the sun shine on all his week ends) is one of the world's clear-eyed realists.

"Talking a good game," sums up his quick scorn of claims without performance. When he hasn't got both eyes on the ball—they're likely to be looking at the record.

Year after year the record speaks for Spalding. The smack of the ball off the club face (or racket or bat) at the major championships is most often the smack of a *Spalding* ball.

So, if you have a personal record you'd like to improve this summer—play Spalding equipment—and bring out the best that's in you.

A. G. Spalding & Bros.
Division of Spalding Sales Corporation

Spalding

The Foot Ball *used in practically every big game—school or college—is Spalding's J5-V.*

In Golf's National Amateur *and National Open more competitors play Spalding golf balls than any other brand.*

Tennis. *For 60 years in the Nat'l championships and in every U.S. Davis Cup Match, the one official ball—Spalding-made Wright & Ditson!*

The Only Official Base Balls *for both National and American Leagues are made by Spalding—official since both leagues began!*

The First Basket Ball *was made by Spalding. Today, as then, Spalding ranks first with coaches and players.*

WATER SHOOTS OUT IN A WIDE CIRCLE FROM WHIRLING JETS OF A NEW DISHWASHER, SPRAYING CO-INVENTOR GEORGE K. BALLENTINE INSTEAD OF THE DISHES

WHIRLING WASHER

Inexpensive new machine cleans dishes using tap water for power

The pelting rainstorm in the picture above may soon rescue many housewives from a traditional drudgery—dishwashing. Enclosed in an aluminum pot, this whirling sprayer becomes an efficient, portable dishwasher that blasts dishes clean with tap water from the kitchen sink. Called Sprayway, it is being developed to sell for about $50.

While mechanical home dishwashers are not new, those available today cost $100 to $350—beyond the means of the average U.S. family. The Sprayway is inexpensive because it is so simple. Motorless, its power source is merely the flow of tap water raised to hurricane violence by being forced through six tiny jets which whirl like lawn sprinklers and dash the water against the dishes. The sprinklers are mounted on a hollow, bronze shaft inside a large pot. The only other parts are a simple, funnel-shaped detergent cup which holds washing powder, a wire rack to hold dishes and a cover. The new washer will hold all dishes and glasses used at one meal by a family of four. At average city-water pressures—the washer is not efficient at low pressures—its powerful spray washes and rinses a load of dishes in only five minutes.

SMALL SIZE of dishwasher, shown in demonstration model, makes it easy to store when not in use at sink.

CONTINUED ON NEXT PAGE

Fragilina by Attilio Piccirilli
Metropolitan Museum of Art

Thrilling new beauty
for your figure...
with the firm flattery
of a Flexees girdle...
and the lovely lift of a
Flexaire bra in the new
Pulchra Design.

FIGURES
in
flexees

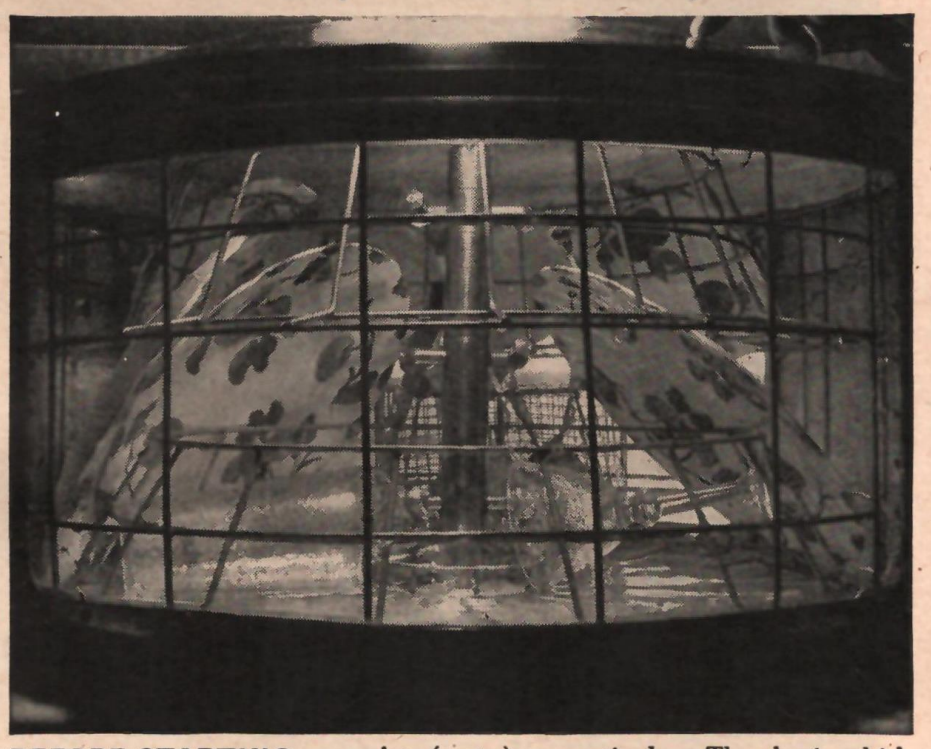
© Ted Shore Original

*reg. trademark

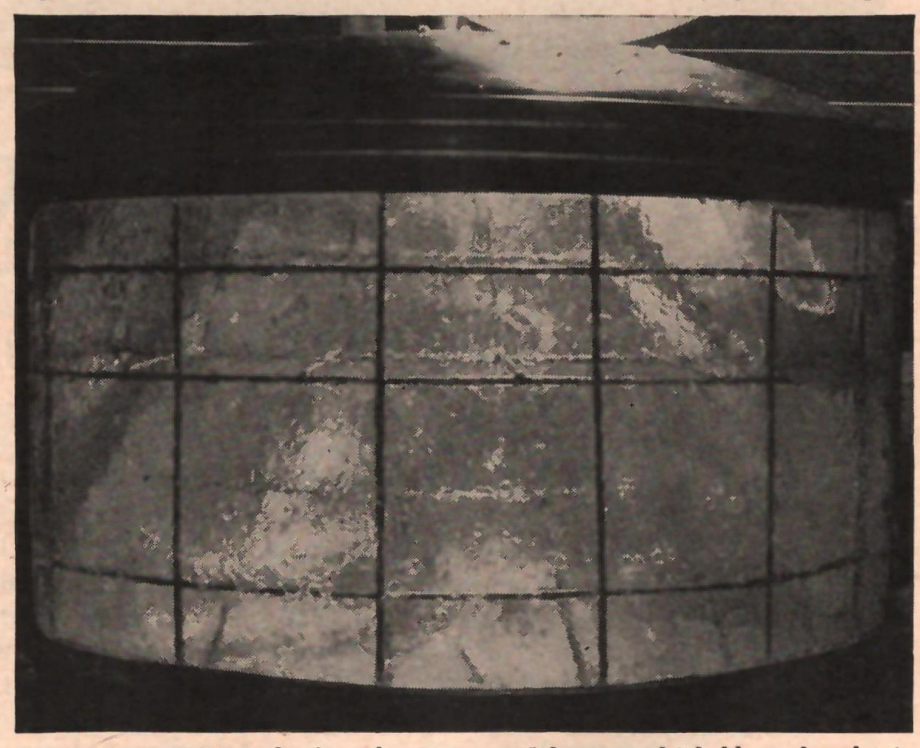
FLEXEES* world's loveliest foundations

Whirling Washer CONTINUED

WASHER IS LOADED by placing glasses at bottom of wire rack, open ends to center, with dishes arranged around them. Silverware goes in wire basket.



BEFORE STARTING, spray jets (*center*) are motionless. They begin whirling when tap is turned on. The machine does not take large platters or pots.



AT FULL SPEED the jets shoot a powerful spray which blurs the plastic window in this test washer. Rinsing starts when washing powder is used up.

Introducing Revlon's New "Fashionplate"

Cream Wafer
Face Make-up

Not a Cake!

Non-Drying!

No Water Needed!

The first real fashion make-up ever created!

Imagine! You put it on as you would a wonderful hat for an instant change in your appearance!

Imagine! "Fashion Plate" is a firm wafer BUT it changes at your touch to delicate cream fluff! No water needed. So easy to use!

Imagine! You change, too, as this dreamy-fine Cream Wafer transforms your complexion with a radiant illusion of poreless-as-porcelain perfection. It gives you an altogether new look! You've never been this pretty before!

the only Cream Wafer face make-up in the world!

Imagine! No mask-y look! No fear of clogging or drying! "Fashion Plate"—the one and only Cream Wafer make-up—is and does everything you've ever dreamed! Even the sensitive skin will bless it. Hard to believe? You'll see! In madly beautiful "Ultra Violet" and ten other Revlon "Genius" colors. 1.75 plus tax

REVLON . . . creators of world-famous color originals in Nail Enamel • Lipstick • Face Powder

Touch it, feel the difference. Just stroke it on.

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HANKER

FOR EACH SANDWICH toast a slice of bread (crusts trimmed) on one side. Spread untoasted side with Kraft Mayonnaise, cover with a slice of peeled tomato, then a slice of Kraft American. Top with two strips of partially broiled bacon. Place sandwiches under low broiler heat or in a moderate oven, 350°, until cheese is melted and bacon is crisp. It's de-licious!

SHARP OLD ENGLISH IS BACK AND SO'S MY FAVORITE SOUFFLÉ!

Sharp

CHEDDAR FLAVOR!

More good news! "Old English" Pasteurized Process Cheese is back, too—in the ½ lb. package, the economical 2-lb. loaf for home use, and the big 5-lb. loaf from which your dealer will cut a portion or sandwich-size slices.

Rich yet Mild!

Now again this famous *Kraft quality* cheese food is also available in the 2-lb. loaf that keeps the children happy! Get Velveeta in the "family size" for snacks, sandwiches, cooked dishes.

Copr. 1947 by Kraft Foods Company

THE WORLD'S FAVORITE CHEESES ARE

NO MORE...

it's here again!

GET DOWN THE CHAFING DISH. SMOOTH-MELTING KRAFT AMERICAN IS BACK!

KRAFT AMERICAN IS BACK

...AND PLENTIFUL

Now, when you shop for golden cheese, *you can again know what you're getting.*

Kraft American with its wonderful medium-mellow cheddar flavor is back in the food stores. *Genuine* Kraft American that always melts and toasts to perfection! You can join the happy chorus saying: "Good-by substitutes!"

Here's how: when you buy a portion or sandwich-size slices from a five-pound loaf, *ask to see* the Kraft name on the transparent wrapper. To lay in a supply, pick the two-pound loaf *marked Kraft.* For just a half pound, take Kraft American in the blue package.

For a long time during the war, you couldn't get an *ounce* of this mellow, smooth-melting cheese; since then a single package has been "a find." But hanker no more! Kraft American is plentiful. Enjoy it in sandwiches and nutritious hot dishes—all golden and rich with the cheddar goodness you've missed so long.

KRAFT FOODS COMPANY

IT'S GOOD-BY SUBSTITUTES NOW! HERE'S THE REAL THING.

KRAFT AMERICAN PASTEURIZED PROCESS CHEESE
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Medieval Life

The ties of feudalism bound together the people of the Middle Ages who lived in an era of castles and chivalry, of hovels and serfdom

THIS ARTICLE is the third in LIFE's series on the History of Western Culture. It follows the articles on Renaissance Man (LIFE, March 3) and on the Spirit of the Middle Ages (LIFE, April 7). Next in the series is Renaissance Venice, which will be published on Aug. 4.

As the year 999 drew to a close, many medieval men experienced a terror such as 20th Century men might feel if they knew that an atomic chain reaction was about to wipe out the world. To people who lived in constant awareness of Final Judgment the coming of the year 1000, the millennial year, portended the last judgment and the end of the world.

An ancient chronicle sets down the dramatic story of what supposedly happened in Rome, spiritual center of medieval Europe. Many peasants neglected to sow their fields. Few men were so hardy as to steal or cheat. Bakers distributed their bread free. There was an endless round of confessions, absolutions, Masses and Communions.

On the last day of the year, as midnight neared, masters and servants embraced, weeping. In the old basilica of St. Peter's, Pope Sylvester II performed Midnight Mass in silence. The church was jammed. The door of the sacristy was open, and inside a huge clock ticked once each second.

The Pope prayed in silence. The worshipers lay face down, afraid to look up. Suddenly the clock stopped ticking. Hundreds shrieked. Others died of fright. Then the clock struck midnight. As Pope Sylvester raised his hands all the bells rang out at once. From the choir loft came: *Te deum laudamus!* And when the hymn was over, people fell into each other's arms and laughed like lunatics.

Today historians regard this chronicle as an overimaginative version of events. But the year 1000 does take on a real historic significance. For more than anything else, perhaps, the millennium marks the invisible sill over which the Dark Ages passed into the Middle Ages. After that medieval man could buckle down to the business of living, for, whatever human bestiality might achieve, there would be no other occasion for divine interference on such a scale in the workaday world.

Contrary to general belief it was a world of fresh hope and surging vitality. Medieval men were the survivors of a universal disaster—the fall of Rome—and their sense that, having known the worst, nothing would ever again be so bad goes far to explain their patience amid conditions that to later ages seem unbearable. Hope flashed from the bright banners snapping in the wind on the watch towers of the new castles that studded medieval Europe. Hope gleamed from the armor of the new warrior, the knight, guardian and symbol of the new social system, feudalism. Hope echoed from the cries of ladies and squires gaily pursuing the medieval sport of hunting with hawks. It rang from the songs of the strolling minstrels and shone in the bright costumes of parties swarming the wretched roads in pilgrimage to holy shrines. It clashed from the shock of jousting squires practicing to be knights.

Even the peasant had his hopes. The collapse of Rome, terrible for all classes, had been most terrible for the poor. But feudalism gave even the serf a new security and the hope that by tireless effort he might better his lot.

Nobody planned feudalism. It grew. It possessed the vigor and the haphazard proliferation of organic growths. It did not take exactly the same forms in all parts of Europe. Even in the same region it did not remain the same from century to century. Feudalism's main features were simple. Its practice was complex. Its chief idea was to offer something that almost anybody could give —loyalty and service—in exchange for something that only a powerful few could give—protection and land. There were two kinds of feudalism—political and economic. Economic feudalism was the relationship between a lord and his free peasants, serfs and slaves. In return for his protection and the right to work his lands, the peasants performed specified services and paid specified fees. The lord became their sole lawgiver and judge.

Political feudalism was the relationship of the nobles among themselves and to the king. Every medieval man was another man's vassal. The king was God's vassal. The moral sanction of feudalism was the belief that the king received his right divinely from God. Thus all other men in descending order received their rights from God through the king. To the medieval mind vassalage was not humiliating. A man became a vassal by placing his hands between those of his superior and swearing fealty to him as long as either lived. In return the vassal received a grant of land but sometimes the right to levy a toll on a road or bridge. Vassalage obliged a man to pay his lord a regular fee, to follow his lord in war. A man might be the vassal of more than one lord. In that case he owed first allegiance to his liege (first) lord. Kings, great lords and even bishops and abbots might be one another's vassals. Bishops and abbots, usually the sons of great lords, often led their retainers into battle.

Feudalism's touchstones were loyalty and service. Thus it spun a vertical web of direct human relationships from the king through the secular and Church lords to the lowest serf. It was ideally organized to further the Middle Ages' three chief activities—fighting, farming and praying. (Trading did not reach its full development until the late Middle Ages.)

The fighter was the lord in his military aspect as a knight. His function was to defend peace, order, justice. Actually the rivalries of the knightly lords kept society in constant commotion. The farmers were the peasants. The Church was responsible for the salvation of souls. For the fact that distinguished medieval society from the Roman civilization that it replaced, the spring of its vitality and its capacity for progress toward justice

THIS IS THE THIRD IN LIFE'S SERIES ON THE HISTORY OF WESTERN CULTURE

CONTINUED ON NEXT PAGE

CARCASSONNE IN SOUTHERN FRANCE, BUILT AROUND THE 12TH CENTURY AND RESTORED IN THE 1800s, IS A PERFECT MEDIEVAL

Middle Ages CONTINUED

and freedom, was its belief that every man—king, saint, robber-knight and unwashed serf—had an inviolable, immortal soul.

The castle and the serf-worked manor lands around it were the hub on which medieval life turned. The first fact of medieval life was brute force, and the castle was the stony answer.

The castle was the seat of an autonomous government pursuing its own affairs of state. The castle's lord was a knight. In the castle, surrounded by a garrison always in arms, the lord and his lady lived the courtly life of the medieval manor.

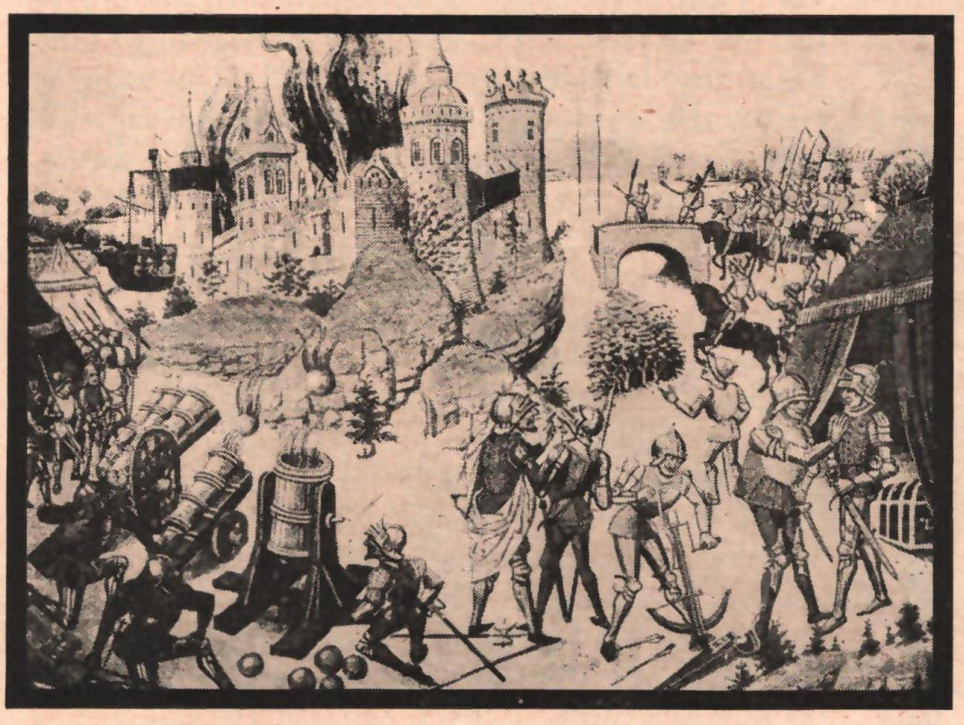
When not incased in iron clothing a well-dressed lord or knight wore linen underdrawers and undershirt. Fashion decreed staid stockings though dashing dressers sometimes affected black hose with red stripes. The chief outer garment was a fur-trimmed pelisse, a long woolen tunic. Over the pelisse went another pull-on tunic. For outdoor wear a tasseled cape, fur-lined even in summer, was in vogue. Men's hair was done in bangs and fetching curls. The Church had long inveighed against beards, which it associated with the devil. By the 13th Century lords endured the ordeal of shaving at least twice a week. Women wore long linen shifts, then the fur-trimmed pelisse and blouse, snug-fitting and tightly laced to set off the female figure, and with flowing sleeves for casual elegance.

Medieval woman's main business was marriage. Elaborate specifications governed her appearance and conduct. Blondes were preferred. They should be tall and slender. They should not trot or run, scold, overeat or drink too much in public. Aniseed was recommended for bad breath. And ladies were advised to wipe their greasy fingers (knives were used but not forks) on a napkin rather than on the tablecloth.

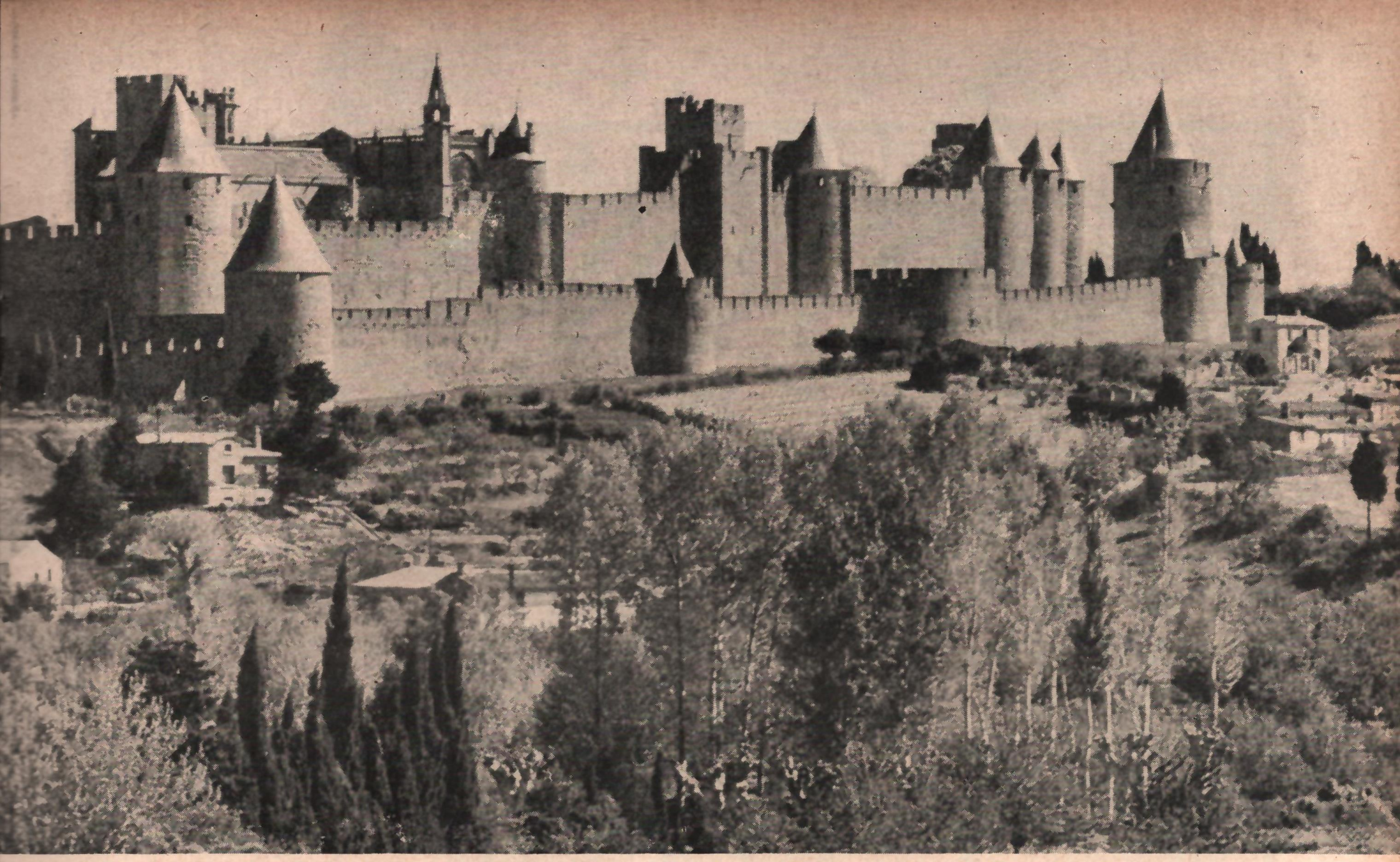
Because a castle was a military encampment, medieval women were accustomed to coarse talk and jokes and could take (and give) broad banter. They talked to men on the most intimate subjects with a freedom that might make even modern women blush.

The splendor of the feudal achievement and the vivid hurly-burly of medieval noble life were only a merry din or a martial menace on the daily horizon of the peasant. Peasants might be freemen, serfs or slaves. A serf had no political rights. He could own no property. His earnings belonged to his lord. He could save for himself only by his lord's consent. He was bound by law to the soil. But he was free of it if he could escape for a year and a day (hence the modern expression). He and his heirs could be bought and sold or given with the land they lived on. He could not leave the soil but the soil could be taken from him; he could be sold as a chattel. When the peasant's wife baked, she had to bake in the lord's oven and pay a fee in loaves. If the peasant built his own oven, there was a fee for that. There was a fee if a peasant's daughter married off the manor and even a fee if a peasant died.

Peasants had to give a certain number of days to working on the lord's lands. They cleaned the castle moat and kept the walls in re-



BESIEGED CASTLE is set aflame by a battery of cannon (*foreground*), which came into use late in the Middle Ages. At right a knight winds up a crossbow while men on the tower are surrendering to foes on the bridge.



WALLED TOWN. ITS 50 TOWERS GIVE IT A FAIRY TALE LOOK BUT WERE DESIGNED TO MAKE THE CITY A FORTRESS AGAINST SIEGE

pair. In war they defended the castle or marched off to battle with the lord.

Much of the peasants' time was spent not in working but in walking, for peasants' fields were scattered all over the lord's manor. They were constantly being subdivided among the peasants' children. The farming was extremely primitive. There were ox-drawn plows, but they had wooden shares. A crude crop rotation was practiced. One field was sown with wheat, a second with another grain, a third was left fallow. Thus a third of the land was always idle. The soil was often impoverished and a famine every four years was considered normal.

The peasant wore a cloth or sheepskin blouse and trousers, a knee-length mantle. He usually went barefoot or wore wooden clogs. Women's clothes were much the same, but with skirts instead of trousers. Clothes were seldom changed. Few peasants had ever been out of sight of their native village. Through wandering peddlers, beggars and friars word of doings in the great world spread with surprising speed, especially news of peasant revolts. Throughout the Middle Ages the peasants' desperate conditions led to desperate outbreaks. They always ended the same way—in defeat and fierce vengeance.

And yet medieval men in peasants' smocks—these illiterate boors whose social standing is suggested by the fact that their medieval name (villein) has become our word villain—are no strangers to modern man. The knights were making history. But the peasants were history itself, for they were the forebears of most of the freemen in Europe and America. By infinite patience, by incomparable thrift, by clinching a demand here and taking advantage of a lapsed baronial right there they achieved over the long centuries the status of freemen. Sometimes on his deathbed a lord freed his serfs in order to better his chances of salvation. More often the serfs bought their freedom. As the Middle Ages wore on, the most intelligent and ambitious peasants became the burghers—merchants, traders, craftsmen —of the first towns.

The battle trumpet sounded the theme of the secular Middle Ages. War was a normal condition, peace an unnatural pause between battles. Knight made private war against knight, coalitions of lords fought coalitions of lords, lords fought kings, and embattled churchmen fought on all sides. Most of the time these wars, governed by the code of Christian chivalry, were conducted in a spirit that would seem inefficient to modern man. Often medieval wars ended in the victor's marrying the defeated lord's sister, daughter or widow. But war kept medieval society distracted.

In the 11th Century, Pope Urban II decided to direct the martial energy and pervading piety of the Middle Ages against the Seljuk Turks by preaching an armed crusade for the redemption of the Holy Land. For all who went on the crusades, the Church promised remission of sins.

There were eight major crusades. They occupied 200 years and much of the energy of western Europe. Involved in them were the great and colorful figures of the Middle Ages, who led armies of

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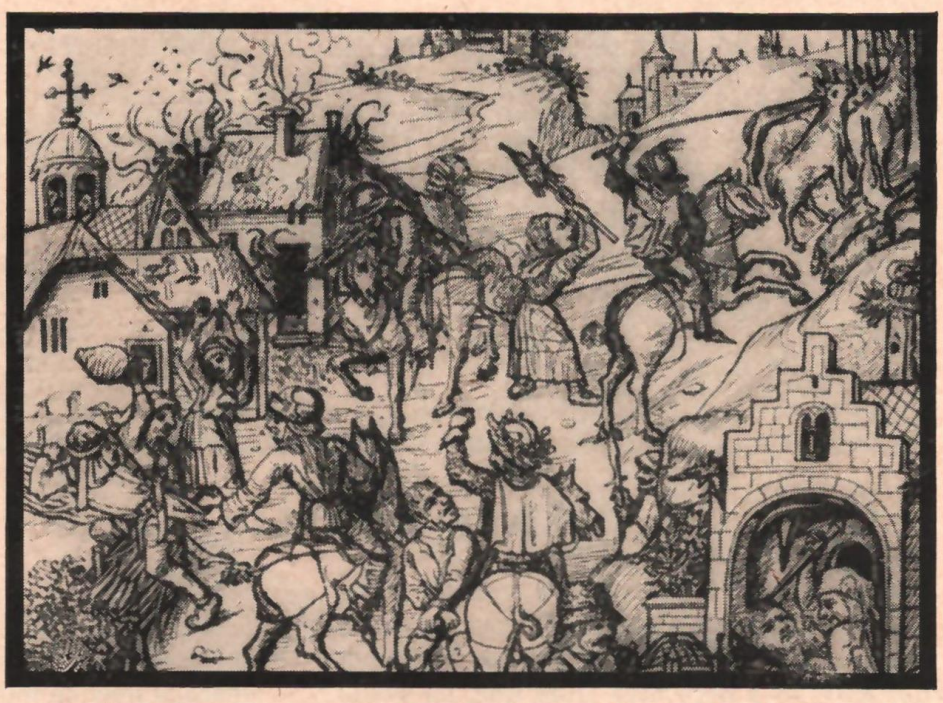
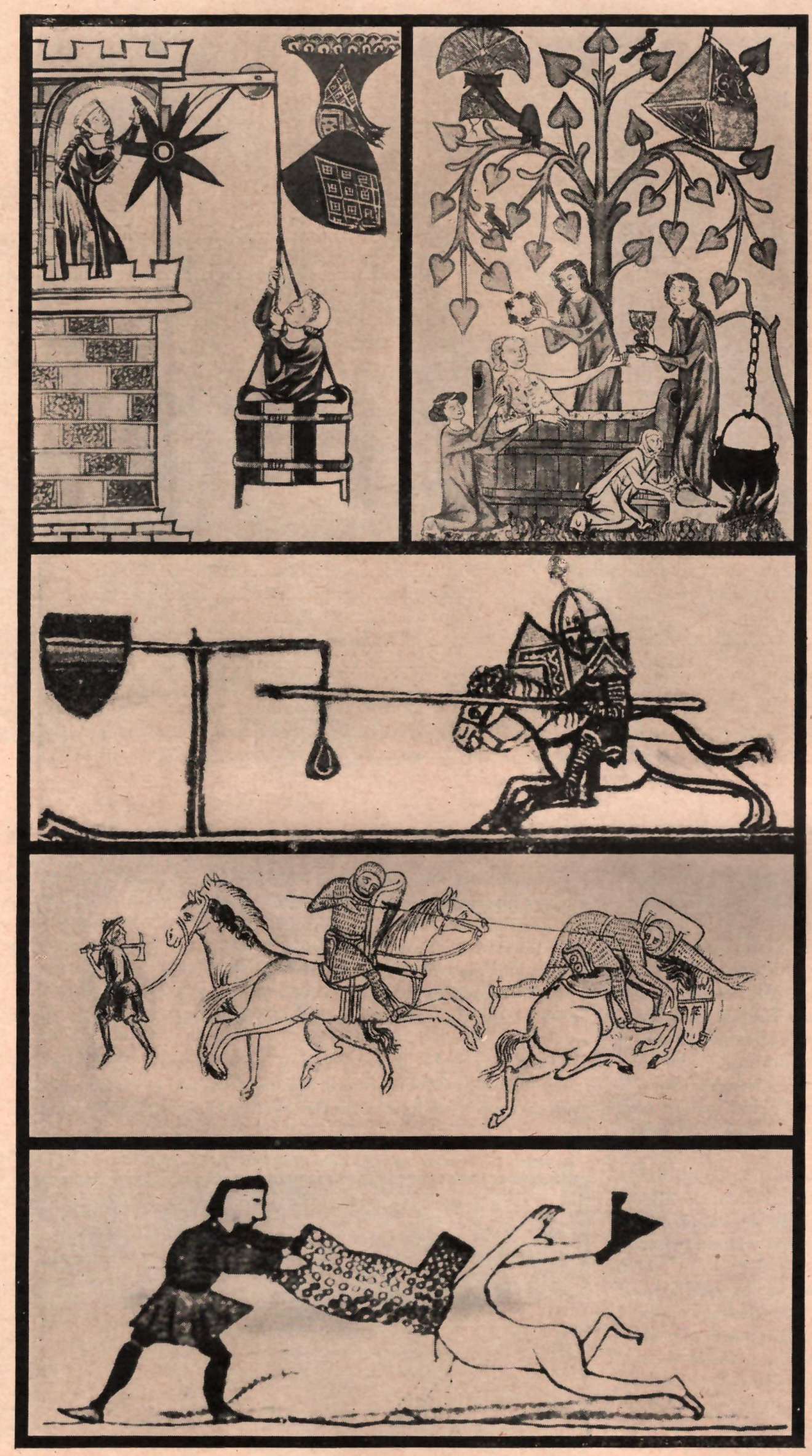


VILLAGE RAID was a common disaster when robber knights burned, killed, looted. But villagers fought back, like the woman in the center attacking knight on horseback. Knights became highly unpopular among peasantry.



Knighthood in flower

The medieval knight was both a romantic, chivalric figure and a warrior. As a lover, he would be hoisted up to his ladylove's towered chamber (*top left*). As a hero back from war, he would be welcomed with crowns of flowers and rose-petal baths (*top right*). But medieval illustrators also showed the less flowery side of knighthood (*three lower pictures*). In training, a squire practiced, like a football player with a dummy, on a device called a quintain. If his spear missed the center of the target, the hanging weight smacked him. In tournaments, a knight's glory passed suddenly when a better knight unseated him. In battle, his career had an ignoble aftermath when, lying dead, he was stripped of his valuable armor and left naked on the ground.

Middle Ages CONTINUED

nobles and adventurers going to the Holy Land, not just from piety but to see new places, find new opportunities and renew fading fortunes.

The first crusades set up a series of shaky feudal states in Syria and Palestine. Later crusades were sent to save them. Politically the crusades proved a costly failure. They ended with Mohammedanism's conquering the Near East and pushing into Europe. By the end of the 13th Century nothing was left of the crusading kingdoms except vast ruins of their feudal fortresses and a surprising number of fair-haired children among the dark natives of the Holy Land.

But the influence of the crusades on Western Europe was immense. Before the crusades Europe had been shut off from the rest of the world as by the walls of a medieval castle. The crusades brought Europe and Asia face to face again. New goods, new ways and views of life, new knowledge seeped back. Part of this new knowledge was a rediscovery of Asia brought about by attempts of the crusaders and the Church to form alliances with the Mongols against the Turks and Arabs. Church emissaries to Asia, along with the 13th Century travels of Marco Polo, resulted in a rediscovery of Asia comparable in importance to the voyages of Vasco da Gama and Columbus.

From the East the crusaders brought back sugar, melons, lemons, muslin and damask cloth, lilac and purple dyes, the use of powder, glass mirrors and even the rosary.

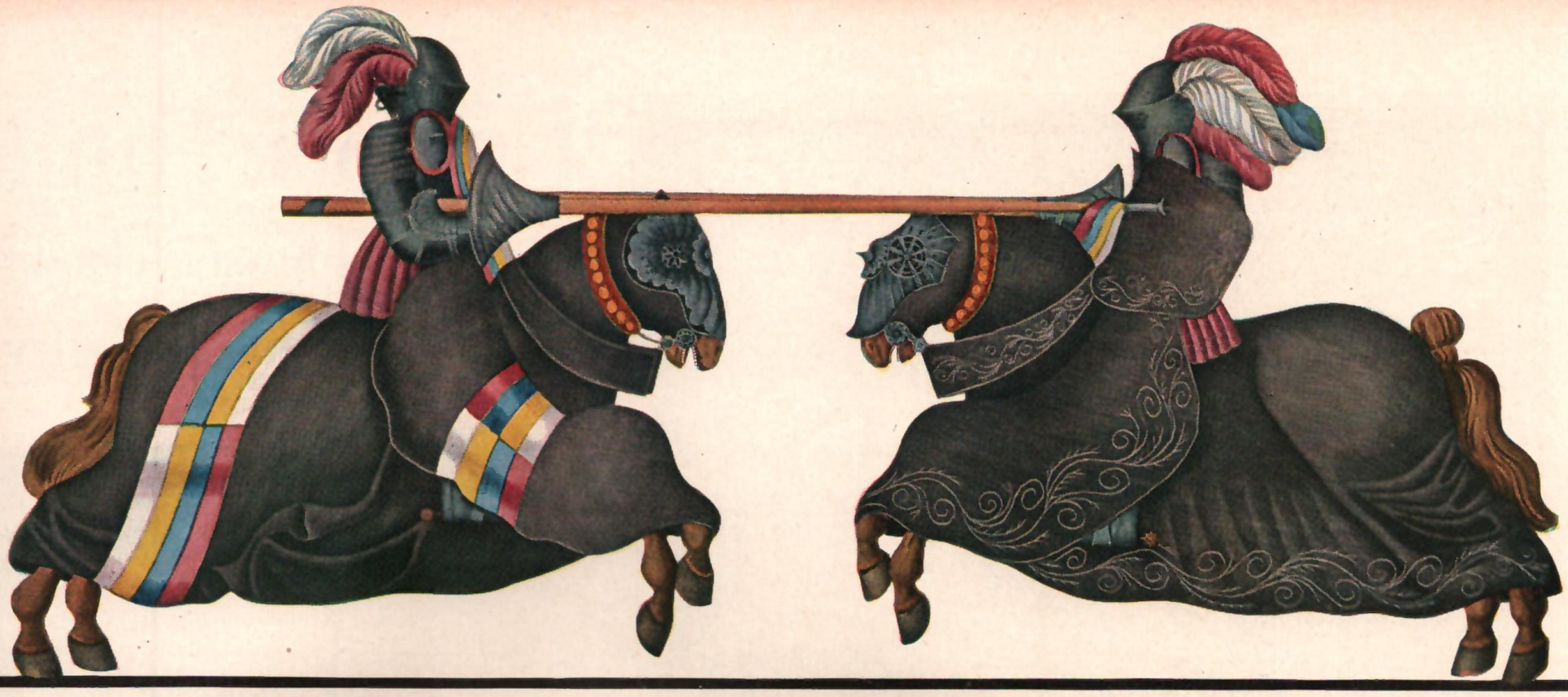
The crusades changed Europe in more important ways. They contributed to the end of feudalism by putting masses of property on the market (crusading was an expensive business) and disturbing the validity of titles. They introduced medieval man to the beginnings of modern taxation. In 1147 Louis VII of France levied the first general tax to promote the crusades.

Even more important was the impulse given by the crusades to the growth of medieval trading towns. Not only was there the profitable business involved in equipping and financing the crusaders. With the rise of the crusading kingdoms a brisk new trade developed between East and West.

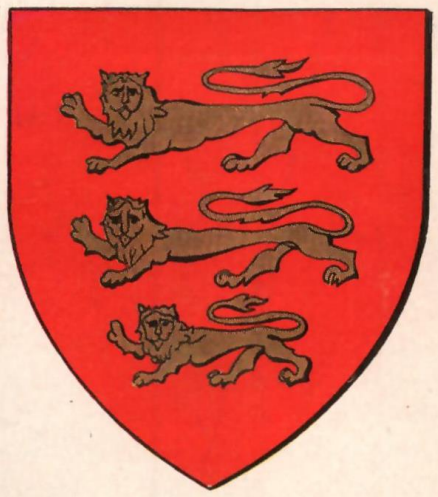
With its geographic position, its fleet, its trading and financial resources no town profited more from this new commerce than Venice. Medieval man did not know it, but in accepting Venetian financial and naval aid he was helping to make the city of the lagoons the heir of the Middle Ages and the most opulent republic of the Renaissance.

Heraldry

The shields of arms on the opposite page are heraldic devices of the Middle Ages. Such emblems were first worn for identification, like the shoulder patches on modern uniforms, and later used as hereditary family coats of arms. Because heraldry sometimes reveals the evolution of great families, their marriages and conquests, it is often called "the shorthand of history."

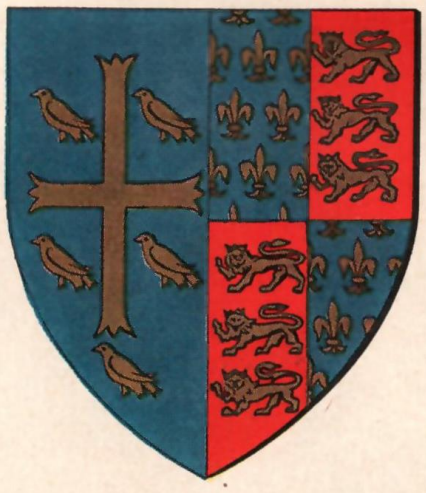


JOUSTING was a favorite form of diversion for nobles. Here knights on horseback try to unseat each other with headlong thrusts of their long, blunted lances. Knights wore armor that sometimes weighed 90 pounds, and horses were blindfolded to keep them from shying.

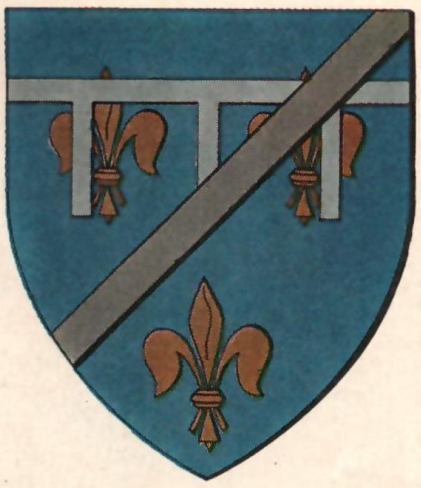


ARMS OF ENGLAND
King Richard the Lion Hearted's arms are also arms of England.

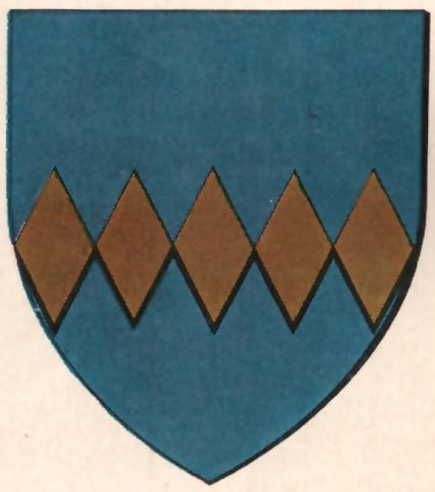
ARMS OF FRANCE
Early arms of France showed many *fleurs-de-lis* on blue field.



RICHARD II
English king showed his claim to France by *fleurs-de-lis* on arms.

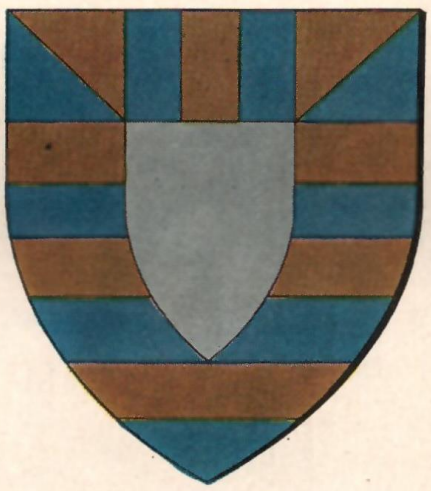


DUNOIS
Diagonal bar, or "bend sinister," indicates illegitimacy of Dunois.

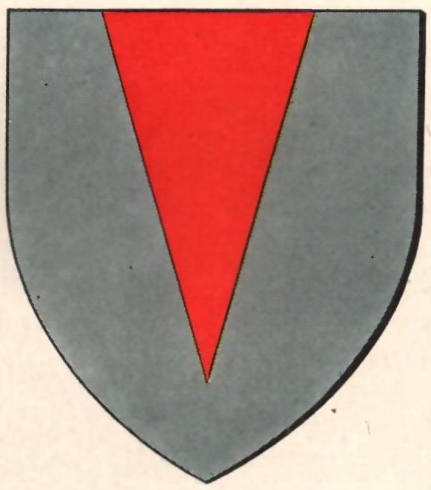


PERCY
Coat of gold on blue was early device of famed English family.

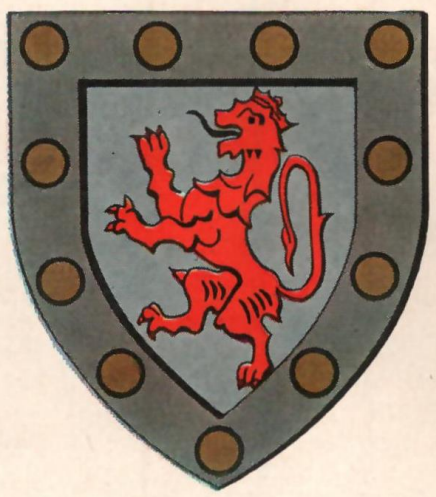
NORTHUMBERLAND
This branch of Percy family got fish insignia from Lucy family.



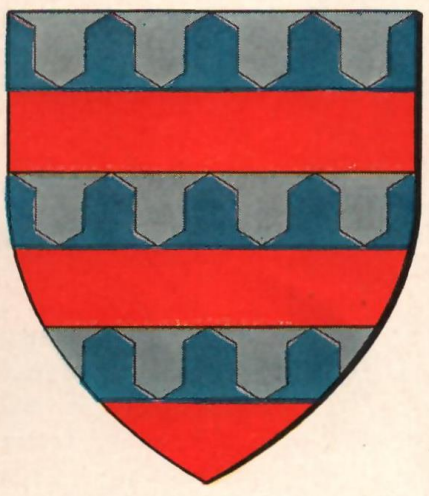
MORTIMER
These arms may derive by marriage from De Warennes' (*below*).



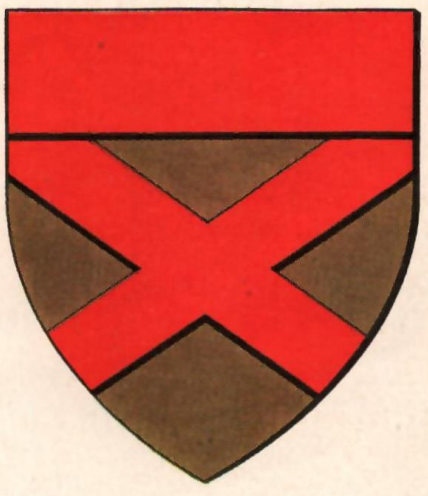
CHANDOS
Triangle device, called "pile," adorned English noble's arms.



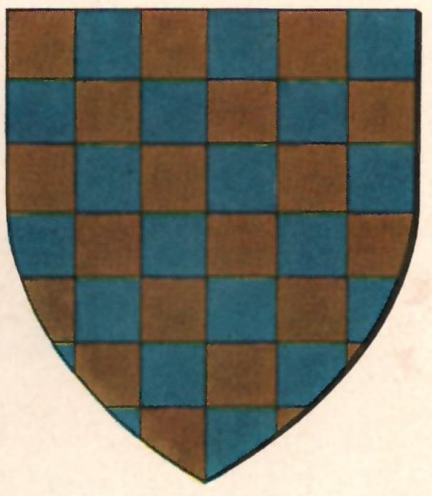
CORNWALL
Border of *pois* (French: peas) may refer to family land, Poitou.



COUCY
These arms belonged to a noted house of haughty French nobles.



BRUCE
This coat was used by the famed Scottish clan in the 13th Century.



DE WARENNE
One of oldest heraldic designs, this is suitably called "chequy."

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Unicorn Hunt

A mythical beast is caught on an old French tapestry

HUNT BEGINS (*left*) when the hunter, probably King Francis I (*second from left*), and his companions hold hounds at forest's edge. Man at upper right beckons that he has sighted unicorn.

HUNTED DOWN (*left*), the unicorn kneels and dips its horn in a stream flowing from a fountain, symbol of the waters of eternal life. Letters "A E" (*in corners*) are the first and last letters of Anne.

SURROUNDED (*right*) near King Louis's castle, unicorn is prodded by hunters. Letters in top center were added later, probably when the tapestry was given to Francis I (Franciscus Rex).

The springtime splendor of the noble's life in the Middle Ages is nowhere expressed more joyously than in the famous series of tapestries reproduced here and known as the *Unicorn Hunt*. In elaborate detail they show three plumed hunters setting forth with their companions and hounds to capture the mythical one-horned beast in a flowery forest. But although the subject is mythical, the tapestries present a realistic picture of medieval nobility out hunting. Every face is a small gem of portraiture. Every bird, plant and animal is bursting with life. The tapestry makers wove into the scenes more than 100 kinds of plants.

To the medieval man, with his love of symbolism and hidden meanings, the unicorn had both an erotic and a religious significance. It was a swift, unconquerable beast which could be tamed only by a virgin. When it was captured and chained, as in the last tapestry (*next page*), it stood for a consummated marriage. It also symbolized the wounded and risen Christ.

The tapestries were woven in the 16th Century as a gift for Anne of Brittany when she wed King Louis XII. Two more tapestries were added to honor Francis I. During the French Revolution they were said to have been used to protect potatoes from freezing. Today, as a gift from John D. Rockefeller Jr., they hang in New York's museum of medieval art, The Cloisters.

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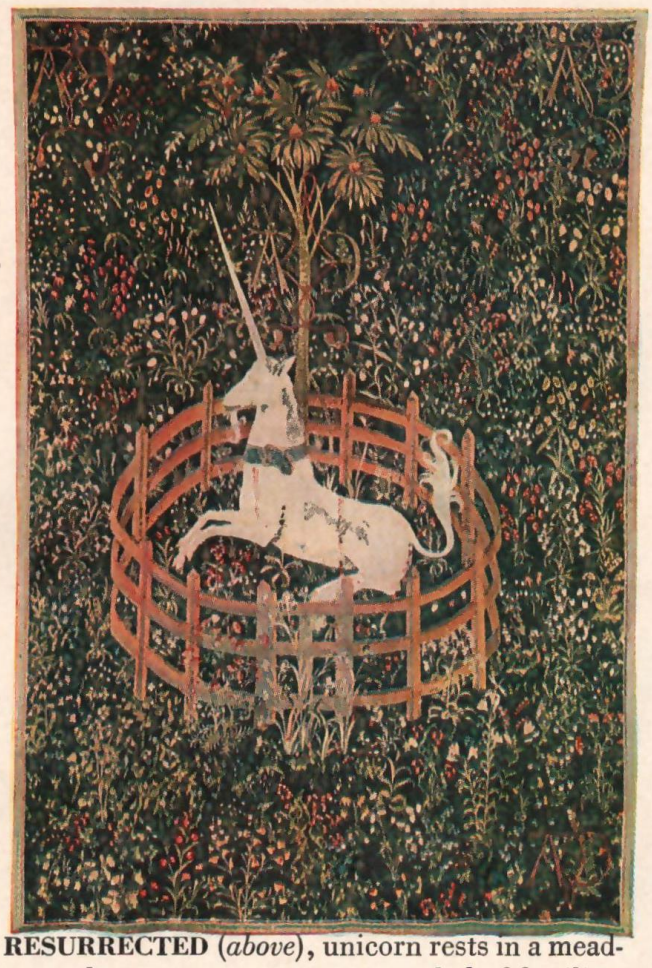
AT BAY (*right*), unicorn flails the air with its hoofs and gores a hound with its horn. Except for one man who is trying to spear it from behind, hunters keep at discreet distance from the beast.



RESURRECTED (*above*), unicorn rests in a meadow under a pomegranate tree, symbol of fertility.

WOUNDED (*left*), then dead, the unicorn appears twice here as it is brought to Louis and Anne.

Eleanor of Aquitaine

Mother of two famous kings fostered a tradition of courtly love

THE first grand lady of the Middle Ages, the only woman ever to be queen of both England and France, and the richest heiress of her day was Eleanor of Aquitaine. Two of her husbands were kings, two of her sons were kings and one of her daughters was the wife of a king. But though Eleanor made history as easily as some women make quilts, today she is remembered as a patron of the troubadours, of the Courts of Love, and of the courtly styles which the unicorn tapestries (*previous pages*) exemplify.

Eleanor was born in 1122 in southern France where the climate is friendly to lovers. Her father, Duke William, ruled the rich province of Aquitaine. Upon his death Eleanor at the age of 15 fell heir to twice as much land as even the king of France could boast of. At 16 she herself was the queen of France as the bride of young King Louis VII. Her husband was a pious, rather monkish monarch who loved his passionate young wife so dearly that he took her with him on the Second Crusade to the Holy Land. Medieval people were great travelers, and Eleanor set out to enjoy herself to the hilt. She prescribed a special uniform for the bevy of young noblewomen who were to accompany her. They dressed as dashing female warriors, wearing loose-fitting white tunics, brightened by red crosses on front and back, and bright-red leather boots.

In Antioch, Eleanor was the center of wild parties and, later, of considerable gossip about her relations with her uncle, Prince Raymond. Whatever the truth, Eleanor's husband was distressed both by her reputation and the fact that in 10 years of marriage she had borne him one daughter, no sons. The Pope himself had a sober talk with the royal couple, and Eleanor went back to her wifely duties. Back in France, she gave birth to her second child, but it was again a daughter.

Perhaps the greatest mistake Eleanor really made was that she took being a queen too seriously. She had a queenly instinct to found a strong dynasty. This instinct led her to look with favor upon the stocky, bull-necked young duke of Normandy named Henry Plantagenet. Henry in his turn was impressed by Eleanor's worldly charms and worldly possessions, which still included the Duchy of Aquitaine. After a bewildering amount of royal intrigue King Louis was persuaded to divorce Eleanor on the technical grounds that they were distant cousins and their marriage could not be sanctioned by the Church. Eleanor, who was once a child bride, now married a youth of 19. She bore Henry his first son in 1153. The proud father soon added further to his fortune by inheriting England's throne from unpopular King Stephen. Henry II and Eleanor in 1154 were crowned king and queen of England in Westminster Abbey.

As Europe's leading queen, Eleanor was the special patroness of the poets and troubadours who had enlivened her father's court in Aquitaine and had followed her to Paris and London. The troubadour was a phenomenon of the Middle Ages. He was a mixture of knight, sycophant, gigolo and poet, whose veneration for women was related to the true knight's veneration for the Virgin. He was usually recruited from the ranks of poor knights' younger sons, but his anomalous position as a court hanger-on was not dishonorable. He was a product of French logic, for in a country where most marriages were strictly for business it was logical that a woman should have a chance to take a lover of her own choosing. It was unthinkable that such love affairs be carried on lewdly or with unseemly haste. There were four fixed stages which a troubadour must traverse before he won his lady:

ELEANOR IN EFFIGY

1. Worship from afar. He claimed that a mere glimpse of her turned winter's ice into rosebuds.

2. Declaration. He confessed his love openly, saying, "You have put me in a fire."

3. He became her suitor and praised himself. "My valiance and my superiority are things known . . . I kiss the ladies and overthrow the knights."

4. Acceptance. Says he, "I have given myself. . . . Her beauty is as gold refined in the fire."

When the troubadour was not engaged in an active campaign for love, he entertained the court with problems of a lover and his lady, which were set to music. These musical debates were so fascinating to Eleanor's courtiers that they invented their own debates and thus started the famous Courts of Love, which convened either in a garden or around the fire in the big hall. Eleanor herself, as the queen of Courts of Love, was the presiding judge. Such questions were discussed as whether a young man should reject the love of an older woman, or whether a lover, once a lady had repudiated him, should be welcomed back in her embrace. At first the cases decided by the court were theoretical, concocted for the queen's amusement. But every so often a confused lover would anonymously submit a question in writing and wait for trial. Eleanor herself usually decided the verdict, giving advice to the puzzled lover as if she were running a column for the lovelorn in a modern newspaper.

But for all her arts of love Eleanor's esteem for her husband changed to hatred. She bore him three daughters and five sons. Two of her sons were among England's most renowned monarchs, Richard I (the Lion-Hearted) and John, who granted the Magna Carta. King Henry was not faithful to his wife and though Eleanor lived in a society that encouraged infidelity, she took her husband's philanderings bitterly. As Henry grew more powerful she urged his sons to revolt against him, and Henry, in the course of restoring order, was forced to imprison his wife for eight years.

After her release Eleanor showed no disposition to retire from medieval history. When her favorite son, Richard, was captured after the Third Crusade, Eleanor tried to free him by challenging the Pope. She wrote, "Two sons yet survived to my solace, who now survive only to distress me . . . King Richard is detained in bonds, and John, his brother, depopulates the captive's kingdom with the sword and lays it waste with fire. . . . Restore my son to me then, O man of God, if indeed thou art a man of God, and not a man of blood." The Pope persuaded Richard's captors to release him, but for a large ransom.

Old age—she lived far beyond the normal medieval span—had little effect on Eleanor's energy. When she was 80 she successfully directed the defense of her castle against the attacks of one of her grandsons. Only after this, having outlived most of her children, did Eleanor finally quit, retiring to a convent for the last two years of her life.

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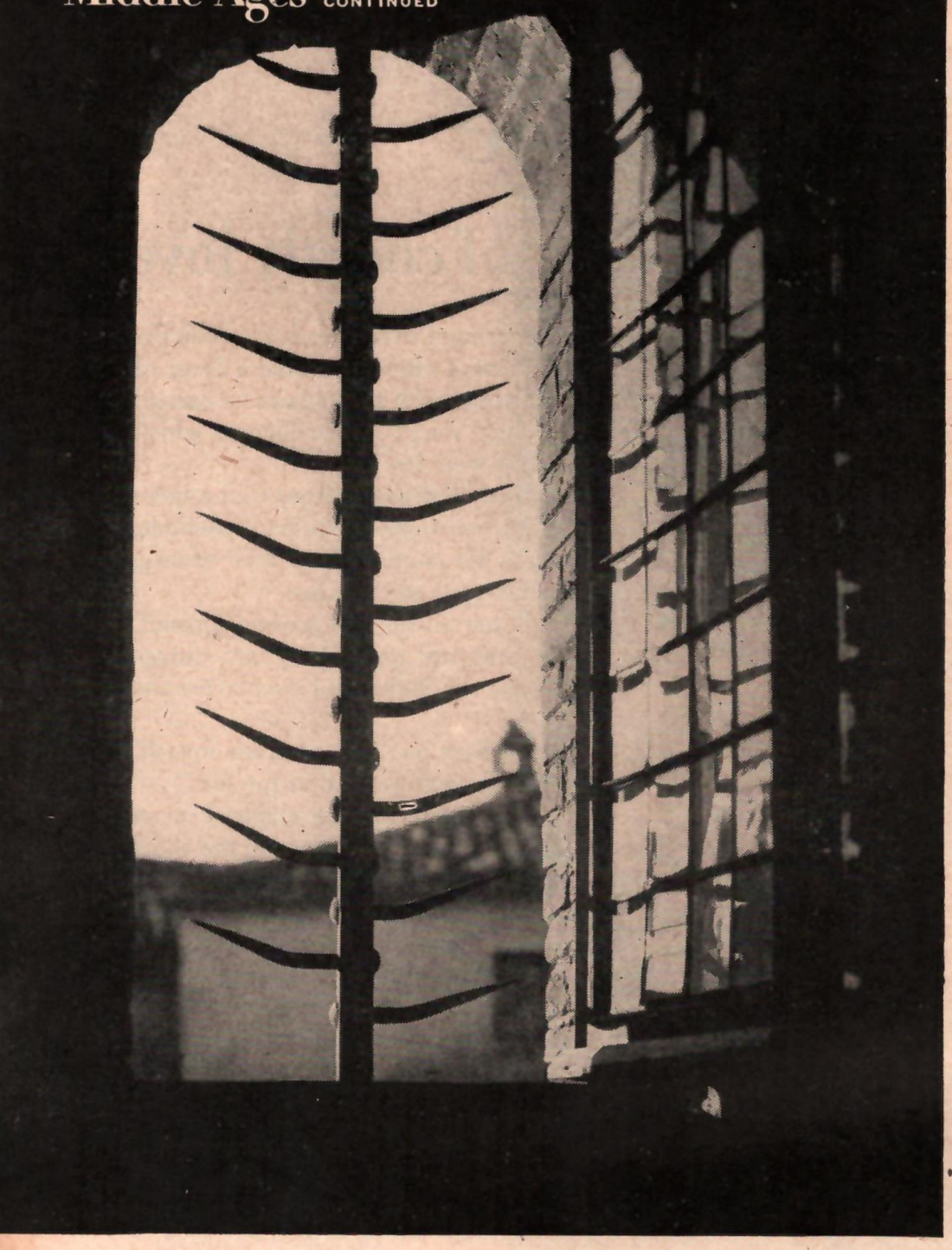


SPIKED WINDOW protects room used by the captain of the guard in Gradara Castle in northern Italy, built in 11th Century. Castles were normally taken by scaling operations, so windows were few, narrow, well-guarded.

BODIAM CASTLE in southeastern England, finished in the 14th Century at the end of the castle-building era, is still intact. It stands on an island and was reached by drawbridges. Its round corner towers were built as an

The Castle

The noble's home was built more for protection than for comfort

No more romantic dwelling place was ever imagined than the castle of the Middle Ages. In the great stone, turreted castles the Lady of Shalott wove her magic web, and King Arthur counseled his knights. The castle has always been a symbol of a man's inviolable refuge against the world. Early castles were built in the Ninth Century when the barbarian raids slackened off and powerful nobles established their own local strongholds. Later, as the Crusaders copied the engineering feats of the Byzantines, the castle became even stronger. It was built around a huge tower, known as the keep, and designed to be an impregnable

MUMMERS put on their shows both in castles and village squares. At right a jester pops out of a toy castle, while a satyr-like figure trots after two clowns waving bushes. This horseplay probably derived from a pagan rite.

BACKGAMMON, probably invented in Babylon, was played in Middle Ages almost as today.

DANCING, a lord and lady step out to the music of two primitive horns and an old instrument like a bagpipe.

improvement on old-style rectangular towers when it was recognized that attackers' battering rams slid off a curved surface. The moat was not only protection against foes but also a breeding place for frogs, a table delicacy.

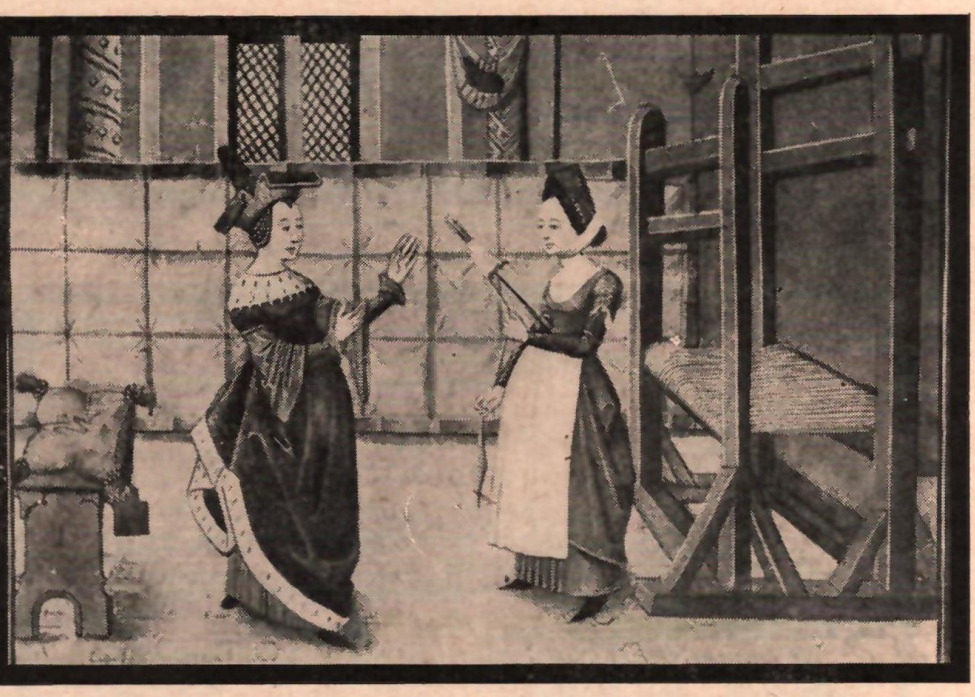
TORTURE DUNGEON in Gradara Castle included a rope with which victims were hung while limbs were stretched with weights. Block was for decapitation and chain for flogging. Cadavers were buried in pit (*foreground*).

fortress. Usually at the castle's base huddled a village whose peasants tilled the noble's land and ran into the castle for protection during the too frequent wars and raids. With its own crops, its livestock and orchards, its oven, wine press and mill, the castle was a self-sufficient unit that could hold out for months against siege. Sometimes within the castle walls was a farm village, with a smithy, carpenter shop, barracks, stables and chapel.

Inside, the castle was not luxurious and not even very comfortable. Rooms were dark, damp and drafty. Beds were built high and covered with thick hangings for warmth. Floors were strewn with rushes, which gathered dirt and vermin, though for special events they were changed and sweetened with mint leaves. Bathtubs and latrines were not uncommon, were usually placed over the moat. Fowl had the run of the place, and grand ladies often had to shoo hens from their chambers. There was not much privacy, maids often sharing a lady's room. But the castle was an exciting place to live (*below*). Dancing and feasting enlivened its halls. The mummers and peddlers came to its gates, and travelers came in for food and shelter, bringing the welcome news of the world.

FEASTING is enjoyed by lord while he converses with a priest. In foreground two courtiers feed the dogs.

A PEDDLER shows a noble lady his wares, which often included gloves, lute strings and buckles.



WEAVING AND SPINNING were chief occupations of medieval women. Here, standing by a big loom (*right*), a servant with her lady is winding yarn. In background is a screen placed near windows to keep out drafts.

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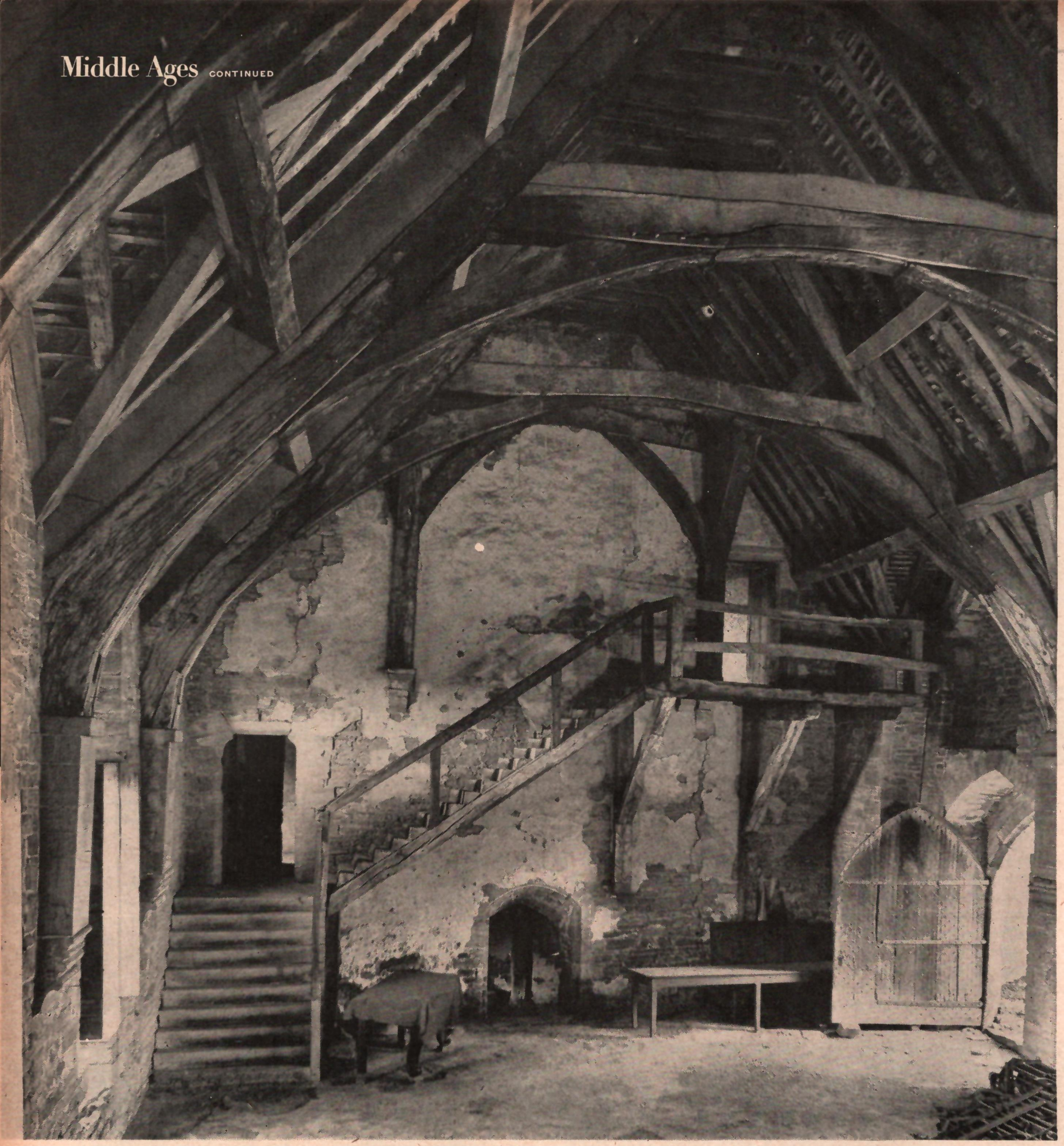

GREAT HALL at Stokesay Castle (*above*) in England was built in 1240 and has hardly changed since. The room is 50 feet long. Its timbers are blackened from the smoke of an open hearth. In the Middle Ages the windows were covered with skin or horn. Here banquets were held, knights came to tell the tales of tournaments and affairs of the manor were decided. Minstrels climbed up the stairs to the gallery where they played and sang.

PEASANT'S HUT (*left*), drawn with wall removed to show interior, consisted of one room for the whole family, with a small stall for all kinds of domestic animals. Cooking was done on the earthen floor, with smoke escaping through a hole in the thatched roof. Bundles of straw served as beds. At an edge of the garden plot is a hayrick and the precious manure pile. In his garden the peasant grew mostly turnips and cabbages.

Hunting and Fishing

Life on the Manor

The medieval peasant, who had to work very hard to keep himself and his family alive, was also required to work for the lord of the manor. What he had to do for his lord is shown above and on the following pages. Here a group of peasants are hunting and fishing while their lord (*left*) who appears in these pictures wearing a fur-trimmed robe, confers with his long-robed overseer. At right (*above*) one peasant is fishing, another nets frogs. Two others are shooting birds with crossbow and blow-gun. Farther back, behind a cluster of chickens, another peasant is spearing a boar.

These paintings were taken from a 15th Century Flemish manuscript, now in New York's Morgan Library, which was copied from a 14th Century Italian work, *Treatise on Rural Economy*. Its author, Pietro de Crescenzi, wrote zestfully about grape culture, gardening, hunting, fishing and animal breeding, and lived until he was 90.

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Gardening

Laid out with checkerboard neatness, the castle garden was an ornament to the lord's courtyard. Here among the flower beds and fruit trees grew lettuce, water cress, mint, parsley, hyssop, sage, coriander, cucumbers (believed dangerous but eaten anyway in salads), beets, mustard and cabbage. Here again the lord of the manor in his fur-trimmed coat is gabbing with his long-robed overseer while his underlings work the garden. Off in the distance lie his fields. In the window beneath the big clock his lady does her embroidery while watching over the garden, for she is responsible for keeping flowers in the chapel and good food in her lord and master.

CUPBOARD (*left*), three feet high, was used for linens, cloth, and small tapestries. This was made in 15th Century England, where carved wood was generally copied from church designs. At right is an Italian basin used either as a dish or washbowl.

Building

When the lord of the manor needed building done, he summoned his serfs who were especially skilled at carpentry. The heavy framework of the houses above stood near the lord's castle and would probably have been filled in with timber or plaster. Man at lower right is cutting notches in a beam for other beams to fit into, while the man in center background splits a beam with a large, curved ax. Other workers are putting on the customary straw thatching. These buildings were used as stables, servants' quarters or barracks. Medieval builders used iron nails, worked with saws and adzes. Window glass was obtainable only by the well-to-do people.

IVORY MIRROR BACK (*left*), the size of a modern lady's compact, was decorated by a French artist with carvings of a couple on horseback. Right: chair carved in northern Italy was made for the head of a noble household. Humbler folk sat on benches.

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Harvesting

When it was time to harvest the lord's crops, the serfs who lived around the manor were compelled to leave their own widely scattered fields and work for the lord. Here the peasants are scurrying about to harvest the grain with rakes and long scythes, which one of the workers (*lower right*) is sharpening. Women and children were also required to work in the fields, so large families were considered a necessity. In the background other peasants are pruning trees and cutting wood. They were expected to keep the castle stocked with firewood for the great halls and kitchen. They were obliged to clean out the moat and keep the fortifications in repair. After tending to the lord's needs, the peasants returned to their own fields, where they worked late, often by moonlight.

BEER MUG (*left*), made of glazed earthenware in 14th Century Germany, was used in a castle or rich townsman's house. At right is ivory comb with two rows of teeth carved in France. It shows beheading of John the Baptist and Herod's banquet.

ROYAL COURT, known as king's bench, was set up in England to handle all suits involving royal business. Chained prisoners stand in front of bar in foreground.

The Law

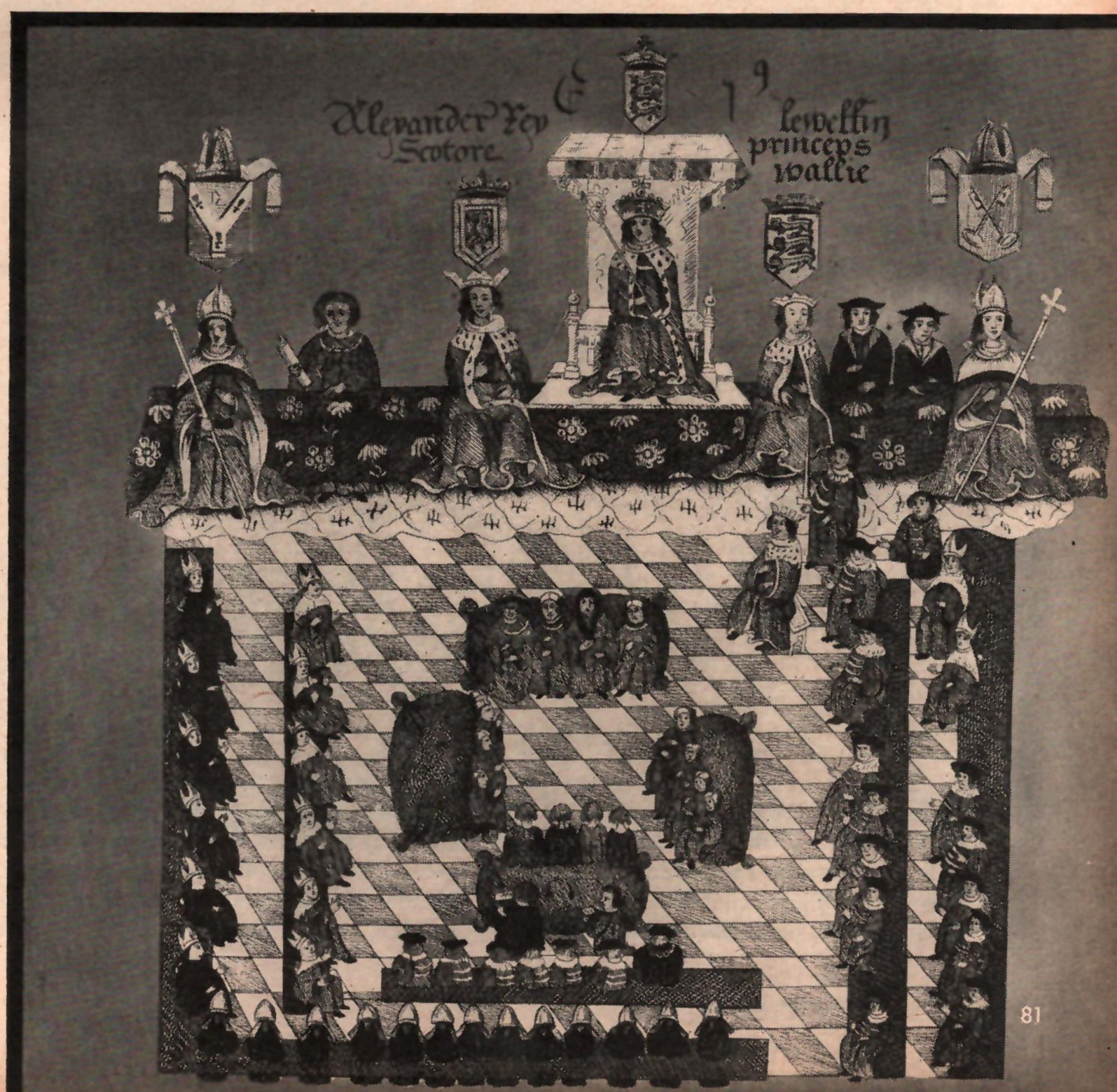
Courts and parliament protected men's rights

The development of law during the Middle Ages was a painfully slow process, but it brought man closer to his present concept of justice and representative government. Trial by ordeal and combat was finally abandoned for the court trial based on sworn evidence and, by the end of the Middle Ages, of trials by impartial juries. In the 12th Century, English and French rulers appointed ministers to advise them, strengthening their administrative powers and creating the forerunners of modern cabinets. In England kings called parliaments of nobles and townsmen, first to give advice, then to sanction taxes. By the 14th Century parliament had become a frequent check on the king's power.

COMMON PLEAS COURT, like the royal court (*top*), was set up at Westminster in London. It handled cases between private citizens. Judges were mostly churchmen.

GRANTING CHARTERS (*above*), this king is handing out scrolls to his barons, giving special rights. Greatest charter was Magna Carta, which King John gave to his barons.

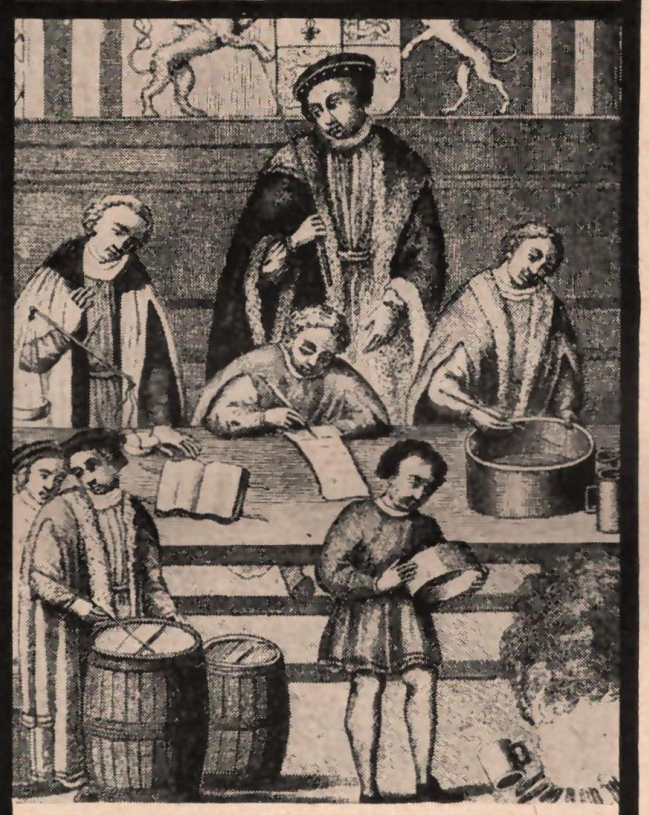
EARLY PARLIAMENT (*below*), called by Edward I, shows Church barons seated around outside benches, while knights and secular barons and townsmen sit in inner square.



GLASS MAKING, shown in a medieval manuscript, involved digging for sand (*top*), glass-blowing at furnaces (*bottom*), final testing of vase (*left*).

COMMERCE was heavy along the rivers. Here townsmen load a boat with goods while guards stand by to protect the merchants from robbers.

CALCULATING was done two ways. Right: man uses old-style abacus. Left: figuring is done with Arabic figures, an advance over Roman numerals.



GUILDSMEN inspect weights and measures—scales, barrels and circular containers for grains—to be sure they meet standard requirements.

Trade

Guilds grew with expanding towns and commerce

As growing political stability permitted the opening of new areas and production of food in medieval Europe increased, a surplus became available to feed people who did not spend their time in agriculture. Nourished by this surplus, the medieval cities grew and so did the guilds.

The guilds were organizations of tradesmen. Originally all merchants belonged to one guild. Later there were established guilds for tanners, millers, bakers and for every other trade or profession. Each guild worked out its own system of price control, stabilized the workmanship and materials used in its products. It determined the number of years an apprentice must work before he became a full-fledged member and settled on fair wages and working hours.

In commercial towns like Ghent guildsmen were influential both in government and church. Meetings were held in guildhalls, like those pictured at right, which also served as fraternal clubrooms. Regularly the guild would throw a wine-drinking party at which attendance was required. But each brother was requested to check his arms at the door and likewise his wooden shoes lest, when warmed by wine, the brothers use them as weapons.

MEDIEVAL GUILDHALLS in Belgian town of Ghent still stand along the Llys River. In the heyday of the guilds Ghent, a bustling center

of commerce and shipping, was connected with other Belgian cities by a vast network of rivers and canals. At the extreme right is the ornate guild house of the Free Boatmen. To the left is the house of the Grain Measurers. Next is the tiny Custom House, where medieval merchants came to declare their goods. Next is one of Ghent's oldest landmarks, the Granary, built in 1200. Next is the guildhall of the masons.

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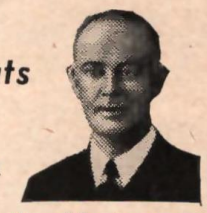

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These were historic figures

WILLIAM THE CONQUEROR (c.1027–87), Duke of Normandy, conquered England. He brought French traditions and customs to England.

FREDERICK BARBAROSSA (1123–90), Holy Roman Emperor, drowned on a crusade. Legend says he waits in cave till his country needs him.

SALADIN (1137–93), Moslem ruler of Syria and Egypt, fought for Holy Land against crusaders. He was long a match for the Western knights.

RICHARD I (1157–99), lion-hearted king of England, a leader of Third Crusade, was imprisoned in Germany, got home to overthrow brother John.

LOUIS IX of France (1214–70), also known as St. Louis, strengthened king's power by visiting the country to hold court and to dispense justice.

SIMON DE MONTFORT (c.1200–1265) called first representative parliament to include small landholders and townspeople as well as great nobles.

BLANCHE of Castile (1188–1252), grandchild of Eleanor of Aquitane and mother of St. Louis, balked nobles' plot to seize power at expense of king.

JOAN OF ARC (1412–31), peasant girl who became soldier and martyr in Hundred Years War, helped defeat English and restore French king.

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What picture comes to your mind when you hear the words "American soldier"?

You see a man and a flag. The man may wear knee breeches and carry a flintlock musket – or he may be clad in modern uniform, handling an M-1 rifle. But whatever his period in history, you recognize him as a free citizen of a free country, with a belief in something bigger than himself.

The flag stands for that belief. For his homeland – for its great tradition of liberty and opportunity – for its people, his friends and neighbors. And in their defense he is ready to give his time and energy, his life, if need be.

Your Regular Army is made up of such men – young men who freely volunteer for service in the American way. Until the day comes when all nations find a road to lasting peace, the safety and the strength of the United States are in their able hands.

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YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE—CHOOSE THIS FINE PROFESSION NOW

CORINNE CALVAY, 22, HAS A FLIRTATIOUS FRENCH SMILE WHICH RECALLS THAT OF SIMONE SIMON. LAST YEAR THE TWO APPEARED TOGETHER IN A FRENCH FILM

CORINNE CALVAY

Movies hire a pretty descendant of the mistress of King Louis XV

Discreetly following the waves of troops and officials, Hollywood talent scouts have again invaded Europe in search of fresh faces to divert the jaded tastes of moviegoers. Latest find is the impish young lady above. She is Corinne Calvay, product of France, who was discovered through some fashion photographs and has just been brought across the ocean to Hollywood in a blaze of flashbulbs (*p. 90*). Miss Calvay has the sort of lineage a press agent dreams about. In the dim past one of her ancestors was a mistress of Louis XV. Her immediate family, named D'Ibos, is wealthy and opposed her becoming an actress. Being an arty sort, Corinne studied sculpture for a while, then made four films in France before Paramount hired her to star in *The Sealed Verdict*, a picture about the Nürnberg trials. Aside from acting and sculpting Miss Calvay's chief accomplishment is jiujitsu, which she learned during the German occupation of Paris to protect herself from Nazi mashers.

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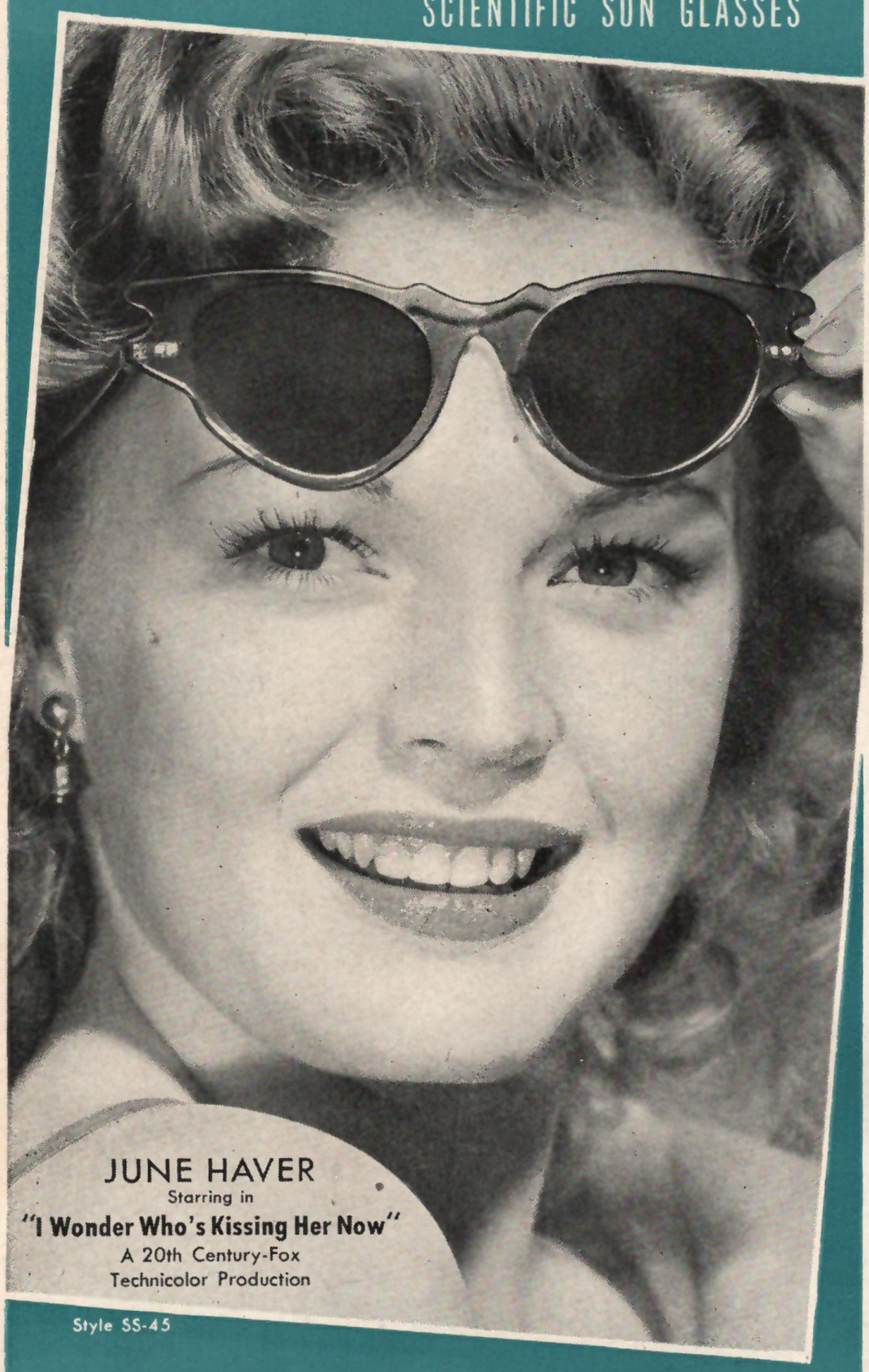

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IN GOSSAMER NEGLIGEE Corinne Calvay looks very French and attractive. Her new American employers, now busily taking over her entire life, have already changed the spelling of her name from Calvet to Calvay, an aid to the

dull-witted which the Chevrolet automobile people never felt necessary. Her studio also frowns on the sweetheart 22-year-old Miss Calvay left behind her in France, an actor who is not considered to be up to her new rank as a star.

CONTINUED ON NEXT PAGE

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THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED BEACON. STETSON MILLINERY FASHIONS ARE PRICED FROM $6.95.

"Ahem—that's enough looking over the field!"

1. With *two* handsome gents in the picture, it's not surprising to see the young lady's attention divided.

And you'll notice that neither one of these fellows slows himself down by the way he's dressed. You can give yourself the same jaunty send-off—without owning a big wardrobe—just by picking clothes that are appropriate to the occasion.

Take these two crisp warm-weather outfits, for instance...

2. For a summer trip, pick the striped gray lightweight suit of the fellow at left. Add a breezy note—a green bow tie with yellow figures, set off by a white mesh shirt. Polish everything off in style with the cloud-light Stetson Flagship straw—in the famous open-window Baku weave. The color is Bamboo.

3. Or, if you prefer, try a brown summer suit that's cool as a flight through the stratosphere. Brighten your journey with a red, yellow, and brown striped tie, worn with an ivory shirt. Top it all off with the Stetson Warwick—in air-cooled China fancy Sennit—with a smart maroon-and-yellow band.

STETSON Straws — Right for breezing along

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.

Come out!
Come out!

in

Débutante

bedazzling
new cosmetics—
for all your
shining hours!

"Sun romper" bathing suit . . . designed exclusively for Debutante cosmetics by Chee Armstrong.

Newest excitement under the sun! Debutante's glittering beauty array . . . to help keep you looking delectable on the sultriest summer's day! Wonderful tinted Makeup Lotion that clings devotedly from dawn to dusk. Quick-lathering Foamy Powder Shampoo that leaves your locks fragrantly clean. Frothy, rose-pink Bubble Bath that's the last word in relaxing, refreshing bath luxury! All, of course . . . from beauty lotion to bath powder . . . in the delightful, flower-laden Debutante fragrance. All, at better cosmetic counters.

created by
The House of
Daggett and Ramsdell

COPR. 1947, DAGGETT AND RAMSDELL

GREAT EXPECTATIONS !
Three Duck-billed Platypuses, among the rarest and strangest animals in the world, are coming here at the end of April from Australia.
They will be exhibited on this site, in a special tank with man-made underground burrows, now being constructed.
The New York Zoological Society brought out the first Platypus ever exhibited alive in 1922. The three coming in April are the first since then.

BUILD-UP for platypuses included signs at Bronx Zoo announcing construction of $5,000 house, called platypusary, fitted with pool and maze of tunnels.

PLATYPUSES IN BRONX

Three curious, birdlike mammals of Australia show off their strange duck bills in New York zoo

For two months this year the New York zoological gardens in the Bronx teased its visitors with announcements (*above*) proclaiming the advent of one of the oddest animals on earth. Three duck-billed platypuses were coming to the U.S. and the Bronx was very excited about them. There had been a platypus in the Bronx 25 years ago but it died of nervous prostration. There were now no platypuses anywhere in the world except in their native Australia and Tasmania.

The platypuses, which are named Betty, Penelope and Cecil, arrived last month and spectators got a chance to appreciate fully the reasons (*below*) for all the zoological to-do. Isolated in Australia for a probable 50 million years, the warm-blooded platypus lays eggs like a bird and suckles its young like mammals. It paddles slowly in ponds with webbed feet like a duck's but eats worms and grubs usually enjoyed by moles.

ABOUT THE DUCK-BILLED PLATYPUS

This is "the most wonderful of all living mammals."

It is believed to be a kind of link between mammals and the mammal-like reptiles of the Triassic age 190 million years ago.

It is not a link between mammals and birds, despite the fact that it has a duck-like bill and lays eggs.

The Platypus is found only in eastern Australia and Tasmania. Its only relatives are the Echidnas of Australia, Tasmania and New Guinea.

The Platypus was discovered 150 years ago in New South Wales, Australia. Some persons called it a "fake," believing it impossible that a fur-bearing animal should have a beak like a duck. Even scientists doubted for a long time that it laid eggs, but a British zoologist settled that controversy in 1884 by finding the eggs of both the Platypus and the Echidna.

A full-grown Platypus weighs about 4¼ pounds and may be 22 inches long. One to three, usually two, eggs are laid in a grass-lined nest deep in the bank of a stream. They are whitish, leathery, about the size of pigeon eggs. During incubation of 7 to 10 days the female curls around the eggs, holding them against her body by means of her tail.

The Platypus lives in streams. It is strictly protected and reasonably plentiful.

Its natural food is crayfish, earthworms and aquatic insects.

The plural of Platypus is "Platypuses," and its scientific name is Ornithorhynchus anatinus Shaw and Nodder, which means "Bird-beak like a duck."

BILLBOARD was constructed to explain the outlandish traits of platypuses to crowds of curious spectators. Platypus is the Greek name for "flatfoot."

CONTINUED ON NEXT PAGE

AH, YESTERDAY...

1902—VIVACIOUS CLARA BLOODGOOD was delighting Broadway with her acting. New Yorkers also spoke admiringly of a certain Irishman and tea merchant, Sir Thomas Lipton.

The lovely Clara was known for her playing of the stage part, "*Jinny*" *Austin*. Sir Thomas . . . for his exquisite blend of tea, grown in his own Ceylon gardens—*brisk-flavored Lipton's!*

1947—BARBARA STANWYCK is one of today's top favorites. She is starred in Erich Maria Remarque's "THE OTHER LOVE," an Enterprise Production.

BARBARA SAYS, "What a delightful tea Sir Thomas gave us! So fresh . . . so spirited . . . so different!"

Lipton's pleases you, Barbara, because it's *brisk*. *Brisk* means *richer* flavor—the pleasing result of Lipton's own way of blending as many as *18 different teas*, each chosen for its *special* character.

Of course, there's a delightful difference that makes Lipton's *America's favorite*. Try it.

LIPTON TEA

Brisk flavor

—never flat

SAVE MONEY—BUY THE LARGER PACKAGES.

SPORT-TIGHTS*

FIT PARADE

ON THE MARCH AGAIN!

. . . THE FIT-FROM-ANY-ANGLE,
PATENTED PANTIE-GIRDLE

Get into these magic little panties and discover what comfort really is! Cool and light, boneless (but not spineless!), they firm you up with never a pull, pinch, ride or roll.

SPORT-TIGHTS FEATURES

- SPORT-TIGHTS patented contour crotch eliminates all strain —front, back, and between legs.
- Crotch made of heavy, two bar knitted tricot, for long wear.
- SPORT-TIGHTS made of lin-o-lastic, a superb woven elastic fabric.
- Long leg length to prevent summer chafing.
- Detachable hose supporters.

Sized by hip measure (widest part of body) to assure perfect fit.

Hip Size: 34 - 36 - 38..... $4.00†
Hip Size: 40 - 42..... 4.50†

Colors: Tea-Rose and White

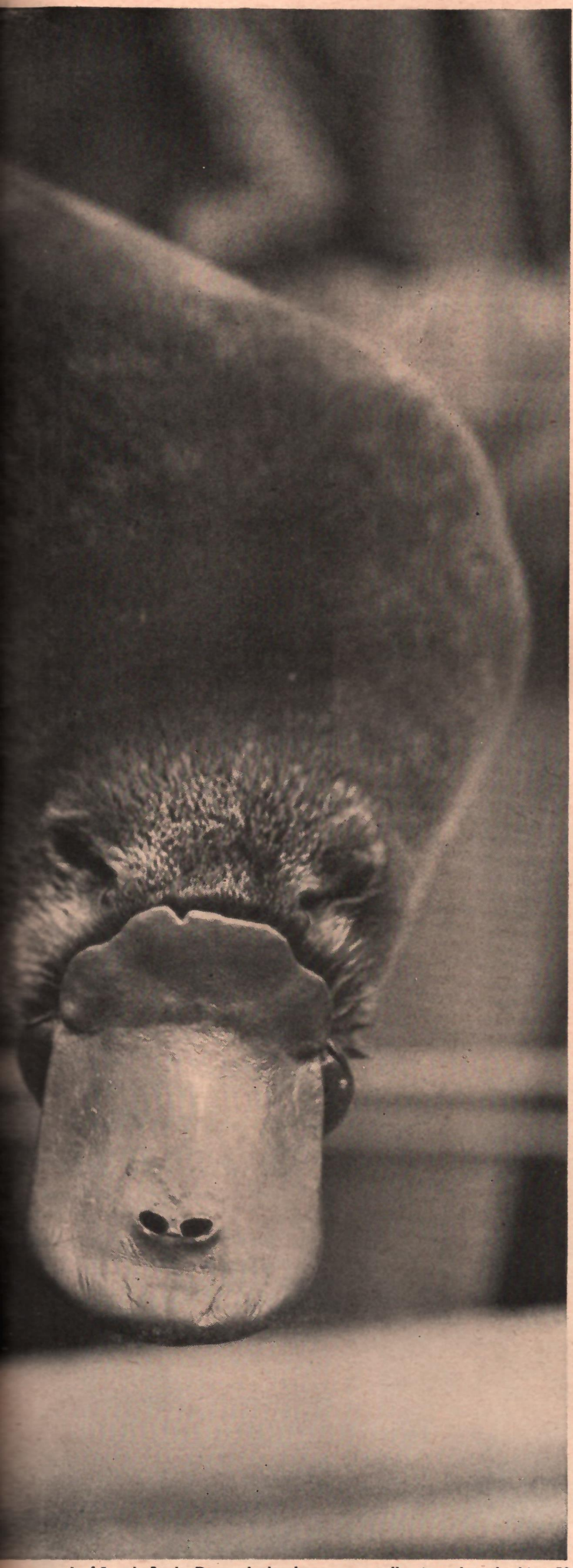
†Plus Sales Tax, if any in your City or State.

At all good knit underwear or corset departments.
ORDER BY MAIL — IF YOU CAN'T FIND SPORT-TIGHTS NEARBY.

SIL-O-ETTE UNDERWEAR CORP., 29 West 30th Street, New York 1, N. Y.

My waist measure is.....Hip measure (widest part).....
Enclosed is $4.00 (Hip size 34, 36, 38); $4.50 if Hip size is 40 or 42.
Send Sport-Tights in white.....tea-rose.....

PENELOPE THE PLATYPUS weighs 2 pounds, is 17 inches long and has furry skin, which is loose as a kimono. She can swim short distances at a



speed of 5 mph. In the Bronx she has become very allergic to the color blue. If she sees a blue dress among her spectators, she dives back into her burrow.

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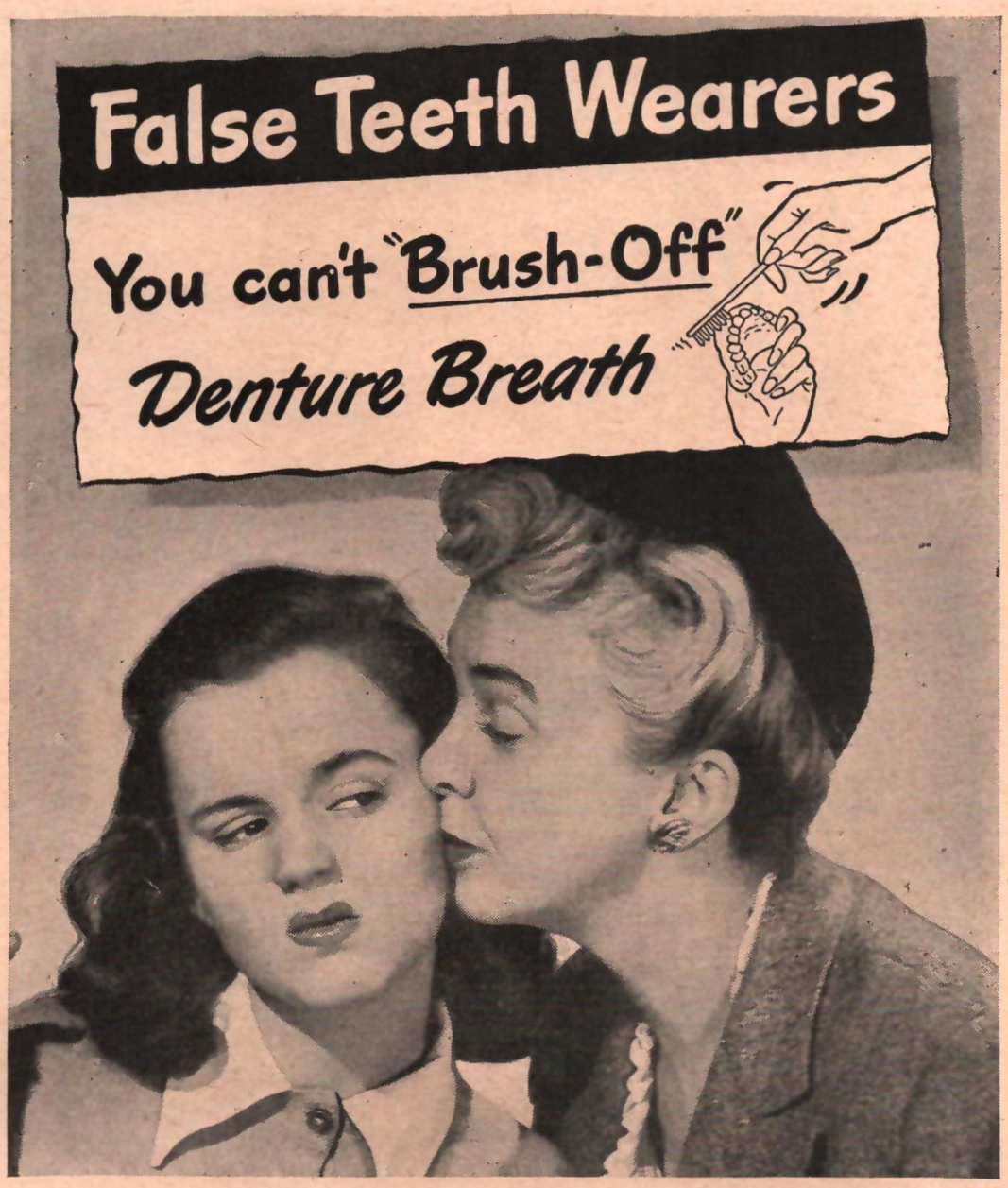
False Teeth Wearers

You can't "Brush-Off" Denture Breath



Soak plates in Polident to keep them odor-free, hygienically clean!

Soak plate or bridge in Polident fifteen minutes or longer, rinse, and it's ready to use. A daily Polident bath gets into corners brushing never seems to reach, keeps dentures clean, bright, odor-free!

DENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who would never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, *60 times softer than natural teeth.* Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

Use POLIDENT Daily

TO KEEP PLATES AND BRIDGES CLEAN... AND ODOR-FREE!

LOOSE PLATES?

Amazing NEW CREAM Holds Even Lowers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢. tubes at all drug stores.

GUARANTEED BY POLIDENT

DOUBLE ACTION

PENNZOIL

MOTOR OIL

FLOWS FAST
STAYS TOUGH!

Get ready for summer driving with the genuine. Sound your "Z" at this sign of better dealers, coast to coast.

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
REG. U.S. PAT. OFF.
Safe Lubrication

Copyright, 1947, The Pennzoil Co.

*Registered Trade Mark Member Penn Grade Crude Oil Ass'n., Permit No. 2

Tough-film PENNZOIL* gives all engines an extra margin of safety

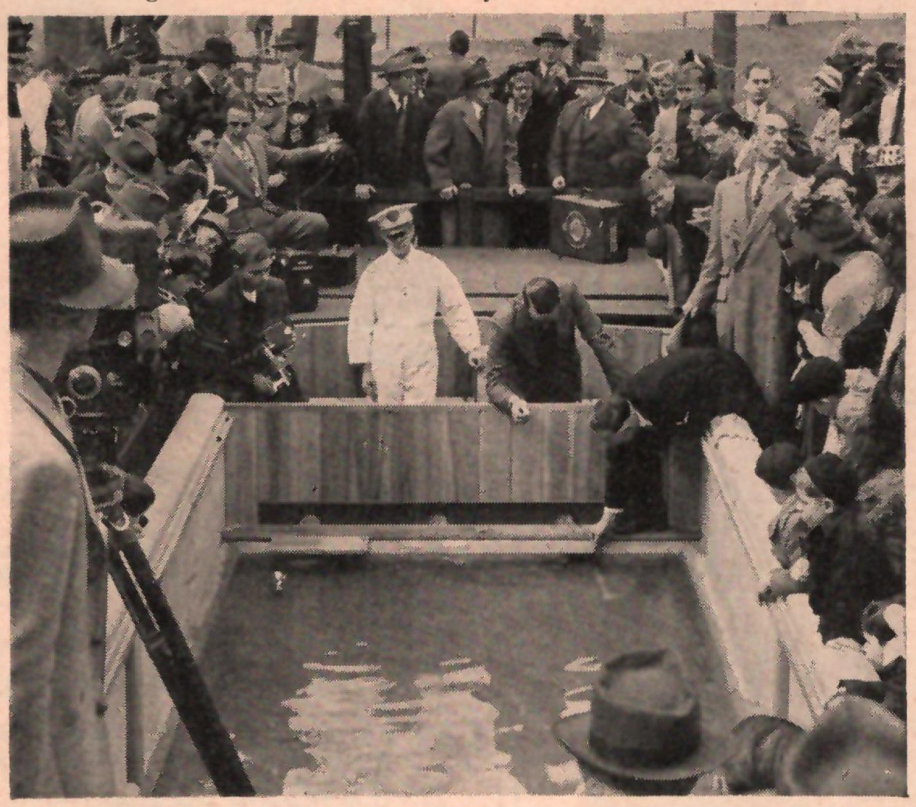
PLATYPUS NEST, made of leaves and usually built deep inside burrow, is here shown in an Australian wildlife sanctuary. Two eggs are always joined tightly together. The embryos inside are already slightly developed when laid.

TEETH are horny ridges but are good for holding squirming food. Platypus loses only real teeth when still a baby.

DUCK BILL, which is moist and rubbery, is often used for gauging narrow passages before the platypus enters.

BEAVER TAIL is used for steering when the platypus swims. The size of the tail is sign of an animal's health.

POISON SPUR discharges enough venom to kill a large dog, once paralyzed a man's hand for nine weeks.



PLATYPUSARY GRAND OPENING was attended by, among others, Betty and Penelope, who wriggled and rolled in their pool, and by a woman wearing a hat designed after a platypus. Cecil, upset, stayed in the zoo's hospital.

HOW DO YOU FEEL ABOUT GROWING OLD?

Read about this aid to staying well in advancing years

If you feel that growing old means feeling miserable and unhappy, you are forgetting what right eating, right living and modern medical science can do for you.

Going good

We start growing old at age 30. That's when your muscle strength, sense of taste and ability to digest certain foods start downhill. But right eating and right living can keep normal people feeling well and enjoying life for many, many more years.

Horlicks Malted Milk is a good-tasting way of getting a generous extra supply of nutrients needed to offset daily wear and tear on the body.

Two glasses a day, with milk, can give average men and women 25 to 35% of their daily need for body-building protein. And it is such a pleasant habit to form, because Horlicks tastes so good, so delicious, so satisfying.

Add Horlicks to your normal meals for a right-eating plan. One-pound glass jar is 79c at all drug or food counters.

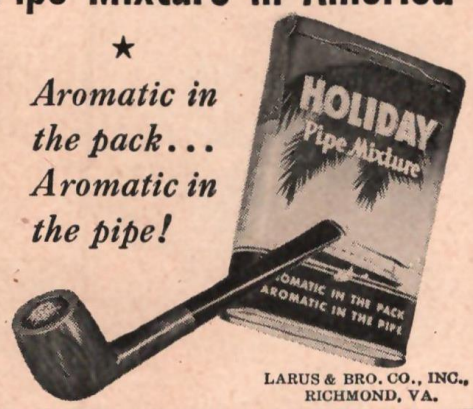
Horlicks Corporation, Racine, Wisconsin

HOLIDAY

The most talked about Pipe Mixture in America

★

Aromatic in the pack... Aromatic in the pipe!



LARUS & BRO. CO., INC., RICHMOND, VA.

When Your Eyes Are Tired

DO THIS

MAKE THIS SIMPLE TEST TODAY

Into each tired eye, put two drops of safe, gentle Murine. Then feel your eyes relax. Feel that delightful, soothing, refreshing sensation that comes—instantly.

WHAT IS MURINE?

Murine is a scientific compound of seven important ingredients that cleanses, soothes and refreshes the delicate tissues of the eye—gentle as a tear—Murine gives tired eyes the feeling of "hours of rest" in seconds.

MURINE
FOR YOUR EYES

It's a color parade with CARTER'S Stylewriter

Behind its really thrilling beauty—beyond its generous choice of 9 colors—stands, in Stylewriter, a remarkable achievement in design . . .

Stylewriter takes a full bottle of ink for a reservoir . . . writes for months without refilling, and has "built-in" gadgets that guard against flooding, overflow, expansion, or spilling.

And what a delight to use Stylewriter's featherweight pen! Comb-fed, it races at a dip across a page or more . . . perfectly balanced . . . smooth-pointed . . . easy in the hand.

As a gift, or a treat for yourself, there's nothing quite like Stylewriter. At better stationery counters everywhere.

. . . widest choice of colors ever—in this smooth-writing, handy desk set $3.50

Higher in Canada

CARTER'S
Stylewriter Desk Set

THE CARTER'S INK COMPANY, BOSTON, MASSACHUSETTS

HERE'S YOUR "AUTOMATIC REFILL" —A 10¢ CUBE OF CARTER'S BALANCED INK IN ANY OF 9 PERSONALITY COLORS!
MIDNIGHT BLACK PERMANENT
Carter's Ink
Finest for Fountain Pens

"I'm thrilled with
the new Cashmere Bouquet

Beau Cake

with make-up sponge right
in the case!"

—says fascinating

Joan Bennett

Star of
Ernest Hemingway's
THE MACOMBER AFFAIR
A Benedict Bogeaus Production
Released thru United Artists

"With Beau Cake, the make-up sponge is *in* my compact—not loose in my purse."

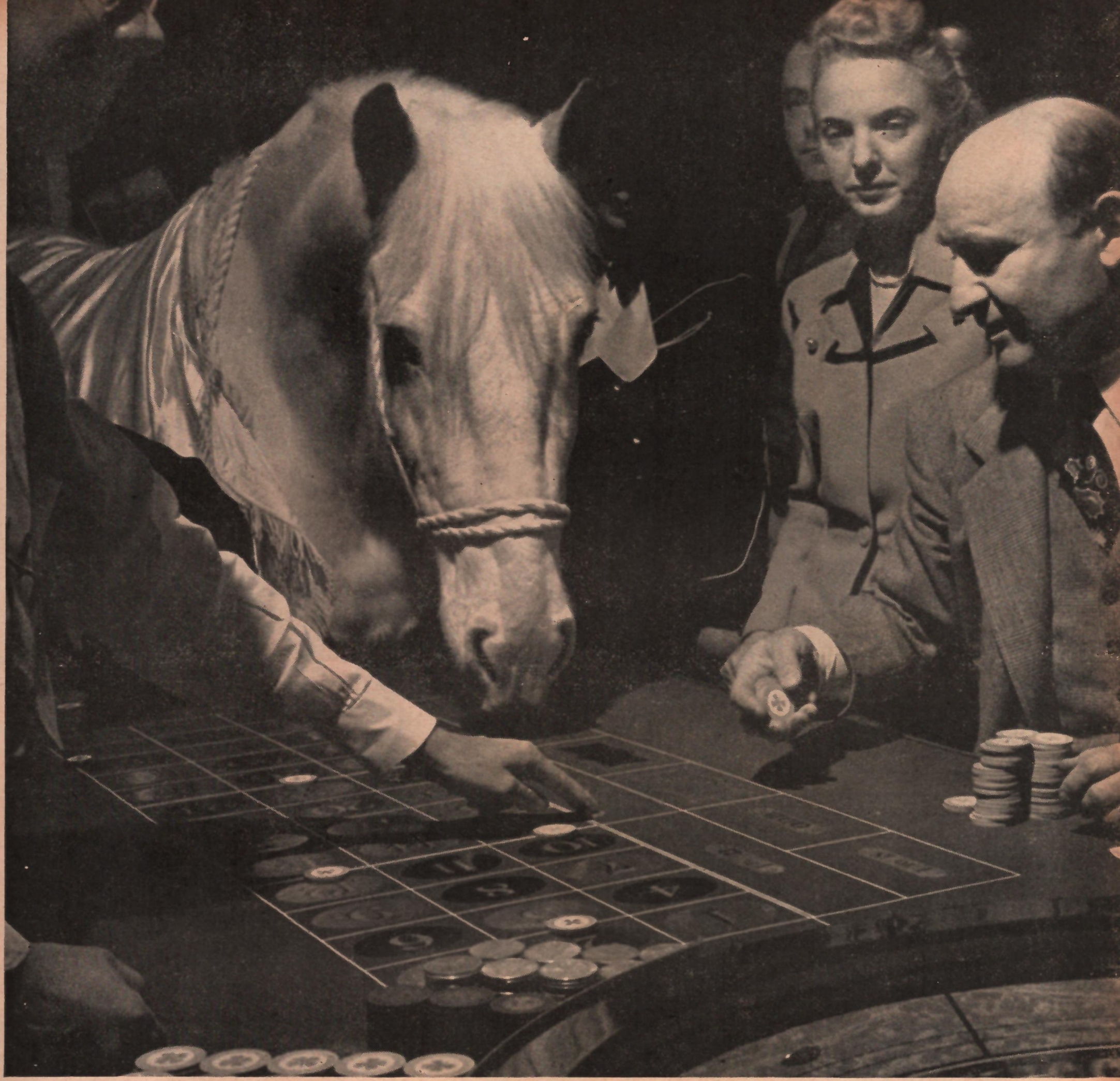
"With Beau Cake it's easier—quicker—simpler than ever to apply cake make-up."

All Hollywood agrees! The new sensation in cake make-up is Cashmere Bouquet Beau Cake. *Different*—because it has its own make-up sponge right in a moisture-proof compartment. As clever Joan Bennett says: "It's a honey! As soon as I open Beau Cake—the sponge is ready for action." Let Cashmere Bouquet Beau Cake impart glamorous, smooth-as-silk finish to *your* skin; give it radiant, young color. Tiny blemishes fade from sight, and the finish lasts for hours and hours. No wonder Hollywood stars rave over Cashmere Bouquet Beau Cake.

Cashmere Bouquet

Beau Cake $1.50 PLUS TAX

Gay new cake make-up with sponge compartment right in the case



GAMBLING HORSE was employed by the Hotel El Rancho Vegas to entertain the customers. Horse clumps up to the roulette table, pushes a chip onto a number with his nose. He is called "the only gambling horse in the world" and is named Lucky Silver. Despite these qualifications this time he nudged his chip onto the wrong number.

LAS VEGAS STRIKES IT RICH

NEVADA TOWN CASHES IN ON ITS MAJOR INDUSTRIES: GAMBLING, LIQUOR, MARRIAGE AND DIVORCE

Although the horse above has just lost a dollar at roulette, his long face is unwarranted. As a resident of Las Vegas, Nev. even he should have known that chance was against him. He could easily have trotted out into the swarm of divorcees, gamblers and sightseers in Glitter Gulch and asked Benjamin ("Bugsy") Siegel, Joe (Santa Anita) Smoot or even Ellsworth ("Sonny") Wisecarver. All of them could have told him that the odds against a 10–13 combination (which pays only 17 for 1, *above*) are actually 18 to 1. All of them know that well. They are part and parcel of the biggest boom that has ever hit the gambling-resort town of Las Vegas.

The big boom is the result of a union between the postwar mood of the U.S. and the willing statutes of Nevada, which provide for legal gambling, all-night drinking, two-minute marriage and six-week divorce. These laws are the taproots of Las Vegas' prosperity and make it possible for Nevada to do without income-, inheritance-and sales-tax. Enticed by such conveniences, thousands of Americans are pouring daily into Las Vegas, where they can stay at million-dollar hotels for as little as $4 a night, dance to the nation's finest orchestras and pay no cover charge, watch top-billed floor-shows for nothing. They can trample the plush carpets at Siegel's $6 million Flamingo Hotel, gape at the Little Church of the West, rub elbows with the fabulous Nick ("the Greek") Dandolos or perhaps see Frank Sinatra breaking ground for his luxurious new hotel. All this, too, is on the house because sooner or later, at the busy roulette wheels and crap tables, the customer will pay for it all.

CONTINUED ON NEXT PAGE

AT GOLDEN NUGGET, GILT FAUN TACKLES FRIGHTENED NYMPH WHILE CUSTOMERS RUN UP THEIR BAR BILLS

A NEWLYWED COUPLE AND MATRON OF HONOR WALK

GLITTER GULCH CASINOS

Drinking and gambling provide 52% of Las Vegas' income. Casinos in Glitter Gulch (*above*) stay open all night, taking in almost as much money at 6 a.m. as at midnight. In order to round up the last fugitive dollar in the customers' pockets, big operators like the Golden Nugget's Guy McAfee (*right*) take bets on everything from bingo to horseracing. Even grocery stores provide slot machines for the convenience of their patrons. However it makes no difference to Las Vegas and the state of Nevada whether a dollar is played by a housewife at noon or a divorcee at dawn, or what hour a drink is consumed by a

NICK THE GREEK, biggest gambler in the U.S., moodily chews his cigar at the crap table. He is rarely photographed because his bodyguards enjoy smashing cameras.

SLOT MACHINES are strategically placed throughout Las Vegas, even in the food stores. Here a customer finds out whether he will buy sirloin steak, tripe or nothing.

AMONG BRIGHT LIGHTS OF GLITTER GULCH AT 4 A.M.

STAY OPEN ALL NIGHT

customer (there is no liquor curfew). Each roulette and crap game yields $1,000 annually in taxes, each slot machine $200. A bar liquor license brings in $1,500 a year. Despite these minor cuts for the city, county and state, a fiscal jackpot of $1,404,000 dropped into the laps of local businessmen in 1946. This year the take will top $1,500,000. Some of this will help support the city's 22 churches, largely Mormon and Catholic, and some will be spent to finance Las Vegas' youth center (*pp. 104-105*), but most of it will be invested in civic improvements—a new race track, larger hotels and more casinos.

GUY McAFEE (IN HAT) OPERATES THE GOLDEN NUGGET CASINO, SPLITS HIS PROFITS WITH 19 PARTNERS

ROULETTE-PLAYER, trying out a "system" to beat the game, writes down statistics while losing his money.

BINGO-PLAYERS represent the conservative gambling element. It takes longer to lose money this way.

HORSE-PLAYERS study form sheets in the research room thoughtfully provided by Golden Nugget owners.

CONTINUED ON NEXT PAGE

It's "Bottles Up" for that toast to good taste

The Best Families
Have Been Serving
Richardson's
For Over 50 Years

U-ALL-NO
Richardson's
AFTER DINNER MINT

Pure CANE Sugar plus
Natural MINT for Flavor

Thos. D. Richardson Co., Philadelphia 34, U.S.A.

Delicious . . . with Genuine New England Flavor

Mealy, tender, wonderfully better flavored. Actually baked (not steamed) with pork and spicy sauces, *all day long* . . . "Down East" in Portland, Maine. Burnham & Morrill Co.

THE STANDARD WEDDING COSTS $25

SIMPLE NEON SIGN POINTS THE WAY

"We came to Las Vegas to get married because we had heard about all the atmosphere," explained Herbert Huseth (*right and below*). Accordingly he and Dorothy Mae Williams of Los Angeles made reservations at the Hotel Last Frontier. Through the wedding bureau at the hotel, which collaborates with the Little Church of the West, they bought a $25 wedding which included a five-minute ceremony and a ride around the block in a stagecoach. "This is the only place in the world," cooed the Last Frontier's wedding director, "where you can get romance with your wedding."

Using such assembly-line techniques, Las Vegas daily marries 60 couples and divorces 20 others, at an average price of $65 for joining together and $1,285 for putting asunder. The marriage-license personnel and some ministers work a 24-hour day, as does the local justice of the peace. The justice's income, composed of thousands of $5 wedding fees, closely approaches that of President Truman. "On Saturdays and Sundays," the justice says, "I don't get any sleep at all. I'm up all night."

HITCHIN
The LITTLE CHURCH
HOTEL LAST FRONTIER
Dorothy Elizabeth NESBITT & Ed WYNN
Sandra LUCAS & Alan CURTIS
Betty FURNESS & Howard Bud ERNST
Betty GRABLE & Harry JAMES
Anne SHIRLEY & Adam SCOTT
Lois ANDREWS & David STREET

JUST MARRIED, Herbert and Dorothy Mae Huseth stand outside church, leaning on sign covered with names of celebrities who have preceded them

$25 WEDDING includes minister, organist, use of church and society notes to the home-town paper. Photographer and recording of the ceremony are extra.

to the altar. At no extra charge they may brand their initials in the sign and listen to the church's bronze bell, which is tolled happily after each wedding.

CONTINUED ON NEXT PAGE

GET AWAY from your worries in this new 1947 Chris-Craft 16-ft. power packed Rocket! Enjoy a lifetime of water sports starting this season, if you buy now! Speeds up to 36 m.p.h. Beautifully finished, a dream to drive, economical to operate.

Chris-Craft 16-ft. Rocket

VACATION this year like a real sportsman in this sparkling new Chris-Craft 22-ft. Sportsman for 1947. Big carrying capacity, great fisherman, swanky speed boat (up to 33 m.p.h.). Good delivery, sailors, if you hurry and see your Chris-Craft Dealer.

Chris-Craft 22-ft. Sportsman

GO WHERE you will in this smart, new Chris-Craft 23-ft. Express Cruiser, for 1947. Fast as a fox, speeds to 29 m.p.h., 2 berths forward, big aft cockpit for picnicking, fishing and sunning. Early deliveries, too, on this baby, if you buy now.

Chris-Craft 23-ft. Express Cruiser

TRAVEL on the waterways of the world in this new 1947 Chris-Craft 27-ft. Super De Luxe Enclosed Cruiser. Sleeps 4. Dinette which converts into double bed—toilet, galley, big aft cockpit, speeds to 24 m.p.h. Deliveries shortly in some dealer territories.

Chris-Craft 27-ft. Super De Luxe Enclosed Cruiser

Command your new Chris-Craft . . . NOW!

SWELL NEWS for sailors! You can get early deliveries on some of the models shown here . . . Your friendly Chris-Craft Dealer may be able to arrange delivery on other new 1947 Chris-Craft Runabouts, Sportsmen, Express Cruisers or Cruisers to meet your requirements.

SEE YOUR CHRIS-CRAFT DEALER today! Buy now!

Chris★Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN, U.S.A.

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Why do so many millions choose this ONE laxative?

WHAT'S SO GOOD about Ex-Lax that over 40 million boxes were sold last year?

Why has Ex-Lax been America's favorite family laxative for more than 40 years?

Because millions know, from experience, how dependable Ex-Lax is . . . how thoroughly it acts, yet how *gently,* too. It is biologically tested for effective action.

And how grown-ups, as well as children, go for that swell chocolate taste! They take Ex-Lax with a smile . . . not a shudder.

Many doctors use Ex-Lax in their practice.

So get Ex-Lax, the laxative that millions of people have learned to trust! It's the laxative your whole family will like. As a precaution, use only as directed. Still only 10¢. Economy size, 25¢.

When Nature "forgets"... remember EX-LAX

© 1947, EX-LAX INC.

AMAZING THING! By Cooper

SENSATIONAL NEW TING FOR ATHLETE'S FOOT

—REGULAR USE HELPS RELIEVE ITCHING— SOOTHES BURNING BETWEEN CRACKED, PEELING TOES— AIDS HEALING AMAZINGLY!

TING SURE IS A HIT!

DURING WAR USED IN HOSPITALS NOW RELEASED TO DRUGGISTS, GUARANTEED, TING MUST SATISFY YOU IN A WEEK— OR MONEY BACK!

IN LAB TESTS TING PROVED EFFECTIVE IN KILLING SPECIFIC TYPES OF ATHLETE'S FOOT FUNGI ON 60 SECOND CONTACT!

EVEN IF OTHER PRODUCTS HAVE FAILED, TRY AMAZING TING TODAY! ALL DRUGGISTS ONLY 50¢

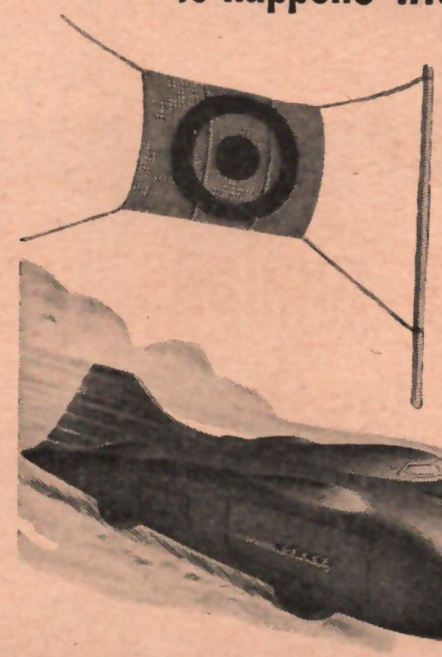
Ting ANTISEPTIC MEDICATED CREAM

ANTISEPTIC MEDICATED CREAM

IN THE "WILDCAT LAIR" teen-age Las Vegans take part in weekly radio program broadcast over local station KENO. The Lair, sponsored by the city

and financed largely through taxes on gambling, keeps the youngsters busy in the evenings and away from brightly lit casino windows along Glitter Gulch.

It happens within **TWO SECONDS**



Within two seconds after passing timing post, a powerful racing car has hit the hair-raising speed of more than 369 m. p. h.

Test shows how fast Bayer Aspirin dissolves in your stomach.

And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF

Thanks to **three steps taken in manufacture . . . instead of only one . . .** Bayer Aspirin *is* fast. And the fact that it's ready to go to work within *two seconds,* to bring you quick relief from ordinary headache, neuritic or neuralgic pain *is* important.

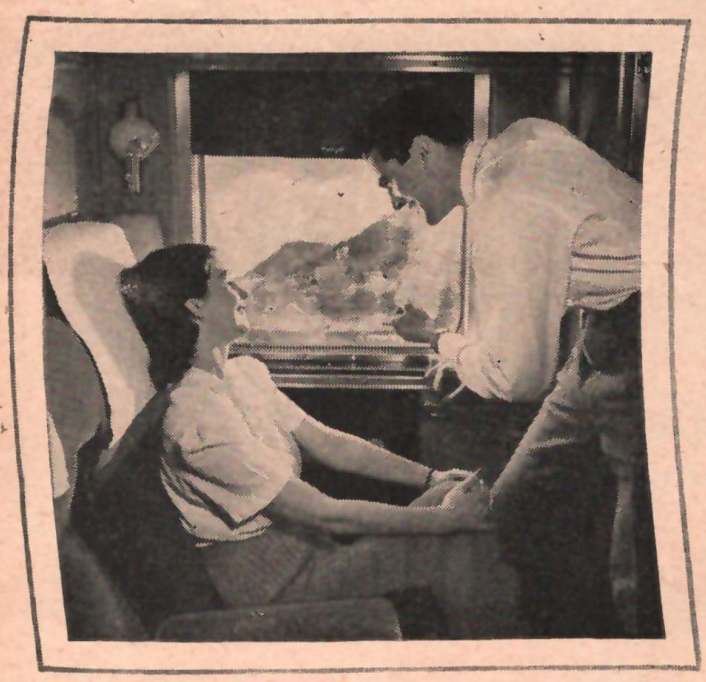
But its remarkable effectiveness and wonderful gentleness are *also* important. And records show that Bayer Aspirin's single active ingredient is so effective **doctors regularly prescribe it for pain relief**... is so gentle to the system they have **mothers give it even to small children!**

Keep these points in mind whenever you buy anything to ease pain. And don't forget—**no other pain reliever can match Bayer Aspirin's record of reliability** . . . its record of use by millions of normal people—without ill effect. So always ask for *Bayer* Aspirin—by name.

Always ask for genuine **BAYER ASPIRIN**

These are vacation snapshots—

so are these!



You're out of the work-a-day world and into vacation-land the moment you enter your Pullman car. No road maps to wrestle with—no weather to worry about. So cast off your cares, slide down in your seat and enjoy the world's most comfortable way to travel!

No need to plan for over-night stops here. You just slip into the crisp, clean comfort of that big, soft Pullman bed and you're already enjoying one of the high spots of your vacation. You sleep like a million dollars!

You get where you're going in comfort and safety that no other way of going places fast can match. And you arrive—on dependable railroad schedules—rested, refreshed and rarin' to go, because *a Pullman trip is a vacation in itself!* Better see your travel agent now.

Go Pullman

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Trial Lawyer

Lloyd Paul Stryker is archetype of vanishing courtroom virtuoso

by FRED RODELL

STRYKER IS NOT HAPPY AT HIS DESK WITH LAWBOOKS. HE WOULD RATHER BE IN COURT

THE courtroom was crowded. A wealthy woman was being sued for a fat sum by a maid who had fallen off a small stepladder. There before the jury's eyes stood the plaintiff's prize exhibit, the ladder itself, alleged to be rickety and unsafe.

The attorney for the defense, a rugged, big-shouldered bull of a man, was extolling the ladder's sound construction. To prove his point he climbed its four steps and stood on top, still talking. The jury was impressed. The lawyer, eying them, knew it. To clinch his case he decided to jump on the ladder. "Look, gentlemen," he said, and jumped. The ladder practically exploded all over the courtroom.

Lloyd Paul Stryker picked himself up and dusted himself off. "You see, gentlemen," he said quietly, as though he had planned it that way, "you see how solidly that stepladder was built? A big fellow like me had to jump on it with all his weight to break it."

Spur-of-the-second resourcefulness such as won this case for Stryker typifies the lawyer of popular imagination. The public, best acquainted with the legal profession through fictional characters like Perry Mason and Mr. Tutt, pictures a lawyer as a fellow who spends most of his working time in a courtroom, where he wins over juries, or occasionally judges, largely by the quick use of his wits and the clever manipulation of tricks of the legal trade. The picture is doubly wrong.

In the first place most U.S. lawyers today spend most if not all of their time in offices and law libraries, and much of the work they handle never gets into court. They are what the British, with a touch of contempt, call "solicitors," for the British bar is rigidly divided into two separate professions, and only "barristers," specially trained, may argue cases. We call our barristers trial lawyers; we do not train them specially, and most of our bar, by contrast to Britain's, rates them a lesser breed. Lloyd Paul Stryker regrets that in consequence "the art of pleading is almost a lost art to this generation of U.S. lawyers." But he himself "would rather sweep streets than sit in an office drawing up corporate mortgages. The trial lawyer is the fighting man of the law. Trained in the rough and tumble of courtroom work, he can make any of the office-bound 'leaders of the bar' look sick when the chips are down."

Stryker will also tell you that it requires far more than quick-wittedness in court and a bag of legal tricks to be a successful trial lawyer. "Advocacy," he says, "is a bag of tricks only in the sense that playing a violin or painting a picture is a bag of tricks." As the victor in 97% of the 200-odd cases he argued when he was counsel for the New York State Medical Society, as the man who successfully defended Brooklyn's District Attorney Geoghan against removal from office, as the defense attorney who stymied young Thomas Dewey in the first trial of Tammany Leader James J. Hines, only to lose later ("Trying a case a second time is like eating yesterday morning's oatmeal"), as one of New York's and the nation's top-flight trial lawyers —Stryker ought to know.

His close friend, the late Alexander Woollcott, once described Stryker as "a curious mixture of Clarence Darrow, Demosthenes, the late Abe Levy, St. George, William Sylvanus Baxter Jr. and a bull of Bashan." Of the various qualities here implied eloquence comes first, and Stryker got his eloquence early. He got it from the example and at the insistence of his father, Melancthon Woolsey Stryker, who quit a Presbyterian pulpit but took his preaching power with him when he became president of Hamilton College at Clinton, N.Y. in 1892. Lloyd was then 7. Within a few years father Melancthon was making Lloyd practice public speaking in a big empty barn behind his house on College Hill. The practice turned to real performances at local meetings and rallies before the boy entered college, and four years at Hamilton, with debating and public speaking stressed, produced an embryo orator. Today Stryker rankles at the condescending connotation usually

CONTINUED ON NEXT PAGE

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given the word "oratory"; he quotes Quintilian that oratory is the art of speaking well.

From Hamilton and from his scholar-preacher father came an ingrained familiarity with the Bible, Shakespeare and the great English classics; Stryker in sonorous mood can more than match John L. Lewis at biblical eloquence. And from Hamilton, through her famous alumnus Elihu Root, came his first real job.

Stryker had gone to New York hot for a career of advocacy, had learned more law "carrying lawyers' brief cases to court" than in his night-school courses and had just hung out a hopeful shingle when Root got him an assistant district-attorneyship under Charles Whitman, later to be governor. Although Stryker squirmed as he prosecuted vice cases for Anthony Comstock of the New York Society for the Suppression of Vice, he was excited by the drama of the courtroom. "A trial," he said recently, "is still an ordeal by battle. For the broadsword there is the weight of evidence; for the battle-ax, the force of logic; for the sharp spear, the blazing gleam of truth; for the rapier the quick and flashing knife of wit." Obviously he is excited by the drama still, after almost 40 years.

HE IS DISGUSTED

They have been years crammed with the questioning, cajoling and confounding of witnesses. If, as Francis L. Wellman says in his standard *The Art of Cross-Examination*, a good trial lawyer is the product of a generation of witnesses, Stryker must be good. Even during his term as an artillery officer in World War I he kept his talent unrusted by handling countless court-martial defenses. Approached late in the 1920s for the professorship of criminal law at Harvard, he refused to consider retiring from the arena to academic noncombatance. But he did not demur when Calvin Coolidge in 1929 named him to a federal judgeship. The Senate adjourned without confirming him; Hoover did not reappoint him, and Stryker's friends sighed with relief. They had feared that an honorable effort to be coldly judicial might have broken the health of one who was, by training and temperament, so passionate a partisan.

. . . BELLIGERENT

It is one of Stryker's first tenets that no trial lawyer can be worth his fee unless he believes whole-hog in his client's cause. A jury, he says, will sense in a second any hint of insincerity or doubt. Hence Stryker will never touch a case until he is convinced that Right is on his side—a conviction which scoffers may sometimes attribute to convenient self-hypnosis but which, to Stryker subjectively, is always indubitably genuine. The scoffers were certain last spring that he could have had no real motive but money when he undertook to defend the Lustigs of Longchamps Restaurants, Inc., admittedly guilty of income-tax fraud. But the fact is that Stryker so sincerely swallowed the Lustigs' tale of a dirty deal from the government (they said they had been promised criminal immunity in return for voluntarily disclosing their tax shortages) that the damaging testimony which threw doubt on their story and led to their conviction left Stryker just about speechless in court—an almost unprecedented picture.

. . . AND DEBONAIR

For though Stryker concedes that he has on occasion been fooled into serving a sour customer, he prides himself on a sixth-sense judgment of people—of witnesses, jurors, judges as well as would-be clients. And his insistence on selling his talents only to those he can put his heart behind has paid off far more often than it has left him looking foolish.

Stryker's capacity for going on crusades has not been confined to the courtroom. He once packed an 881-page biography of

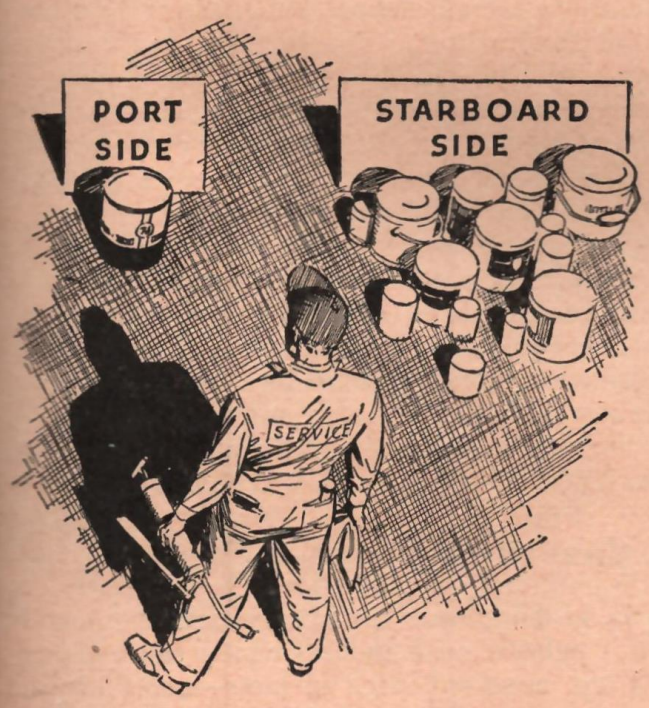
CONTINUED ON PAGE 110

What's the hardest thing to lubricate?

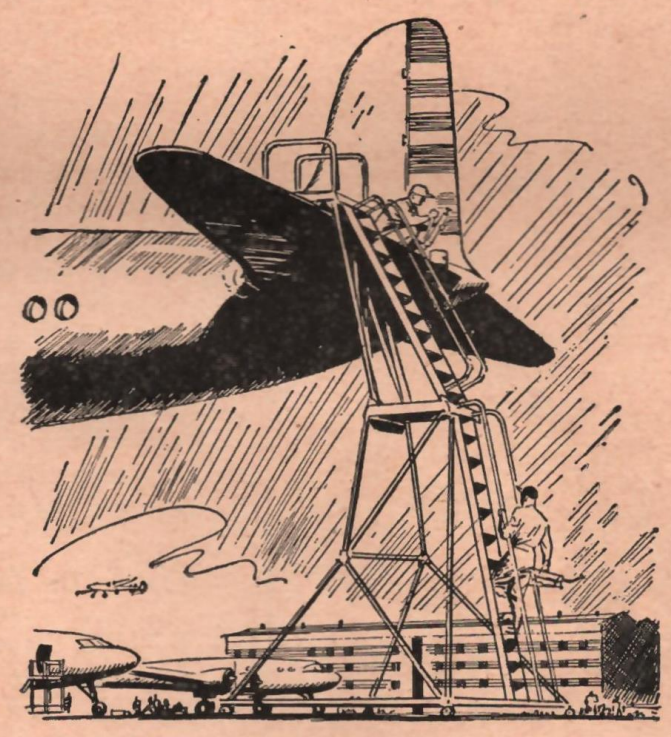
1. The worst enemies of grease are heat, cold, water and vibration. Consequently, one of the hardest things to lubricate is an airplane. Until recently, the only answer was to use a number of different greases—heat-resistant, cold-resistant, water-resistant, etc.—and lubricate the plane frequently.

2. Even then, airlines had a high replacement-parts problem due to lubrication failure. Knowing this, our Union Oil engineers realized there'd be an excellent market for a grease that would lick the problem. And since we were in *competition*, and wanted business, they set out to find one.

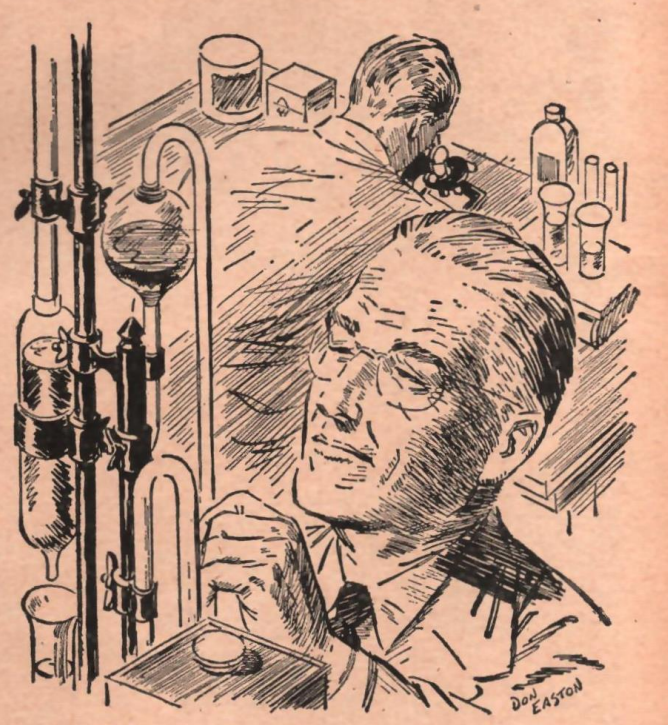
3. The result was a strontium base grease we named *Strona*. *Strona* proved to be absolutely insoluble in water. In its two grades it gave maximum protection at any temperature from 300°F. to −40°F. And it would lubricate 90% of the parts on a transport plane—a job which formerly took 8 to 12 different greases.



4. In the first service test made with *Strona*, a leading airline lubricated each of its ships on one side with *Strona* and on the other side with regular greases. During the 10-month test, the *Strona*-lubricated sides of their ships went *7 times* as long between grease changes as the other sides.



5. Furthermore, not one part lubricated with *Strona* showed any sign of breakdown during the entire 10 months—the first time in the line's history that this had happened. As a result, that airline and several others are now using *Strona* almost exclusively.



6. Naturally we're happy about this new product. But more important, we believe, are the *economic conditions* that inspired its development. Under anything but the American system of free, *competitive* enterprise we would never have had the *incentive* to put the time and effort we did behind *Strona* or behind the other product research we're continuing to do today.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

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Blend ingredients together until smooth. Add other seasonings with curry if desired. Spread on finger-length pieces of hot buttered toast.
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TRADE MARK
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DEVILED HAM
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FIRST BIG CASE for Stryker (*right*, with colleagues) was the 1912 defense of Police Lieutenant Charles Becker, tried for murder of the notorious gambler Herman Rosenthal. Becker was convicted but trial brought fame to Stryker.

TRIAL LAWYER CONTINUED

Andrew Johnson with facts, many of them previously unpublished, sufficient to convince any jury that Lincoln's maligned successor was a great and saintly man. Characteristically he so convinced himself, as he worked on the book, of the sins of Republicanism that he quit the G.O.P. (he had once been secretary of the Union League Club) and turned ardent Democrat. Some of his cases have had wider political repercussions. He feels, not without reason, that the second Hines trial, his bitterest defeat, made Dewey governor of New York, and that by contrast his successful defense of Geoghan put an end to the gubernatorial ambitions of Republican Prosecutor Hiram C. Todd.

Stryker's excursions into authorship (he has also written a textbook, *Courts and Doctors*, and a forthcoming biography of Erskine, famous 18th Century British barrister) may someday include a manual of trial practice. If so his formula for winning cases will doubtless begin, as it begins when he tells it, with a sizing up of the would-be client and his story:

"Give the fellow a comfortable chair, turn off the telephone, tell your outside office not to bother you unless the building catches fire and sit back to listen. He may start in the middle or backward; much will be redundant, much irrelevant. Don't interrupt, take notes, *listen*. Only when he is all through begin asking questions. Go back over what he said, pick up details, don't ignore his hunches, help him empty his mind to you until both of you are worn out. Then ask him to come back the next day and tell you his whole story over again. This second telling may be full of discrepancies and contradictions. Question him closely but give him a chance to reconcile or explain them. If he can't do it to suit you, if you sense something important is untrue or unrevealed, if you don't feel confident of the man, don't take his case."

Find the facts, then the law

FROM these patient, probing, early conferences, Stryker gets—or fails to get—his fighting faith in his client's cause. From them he also gets a big, unsorted batch of facts—and facts, to Stryker, are the most vital tools of his trade. "Find the facts before you think about the law at all," he says. "So many young lawyers, fresh from law school, when a new case comes into the office, rush to the library, haul down the digests, and try to find a case in point. But how on earth will they know a case in point when they see it, when, without the full facts, they can't know what the point of their case is?"

So Stryker goes straight for his witnesses and his evidence. "Get the exact name, address and telephone number of every person named in your client's story. Talk to them, check their stories against your client's, appraise how each would act on the witness stand. Meanwhile you will be sending someone to a storage warehouse or a trunk in an attic to look for old letters, books, memoranda, bits of evidence. Only when all the facts are in and tied tight together in your mind, is it time to think about theories of law."

Stryker's pet example of knowing the facts cold comes from the

CONTINUED ON PAGE 113

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don't be surprised if you find yourself in this position or something like it any day now. That's the way Jantzen swim suits are...they arouse the exhibitionist in you... fit you perfectly, make you look wonderful, make you feel wonderful, make you want to rush right out and get into the fun. The red job is knitted faille with "Lastex" yarn, all-way stretch 8.95...man's trunks, 100% virgin worsted wool 4.50. Other Jantzens for girls, 5.95 to 11.95, for men, 3.50 to 5.50.

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*Reg. U. S. Pat Off.

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1• LUCY: I had a *sensational* idea coming as Psyche. Now you've ruined everything!

PSYCHE: But, my dear, I *am* Psyche—the original White Rock Sparkling Water symbol. I've come to help you and your friends.

2• LUCY: Help? You'll help me lose first prize, young lady!

PSYCHE: Oh, *I'm* helping, my dear. Have you noticed that White Rock's unique mineral tang makes your drinks taste better? And, believe me, its alkaline effect will help you *feel* better tomorrow.

3• LUCY (next morning): Psyche, you're *wonderful!* My husband and I haven't felt so chipper after a party since his Junior Prom. And thanks so much for disappearing so I could win first prize.

PSYCHE: Disappearing at parties is my specialty. At bars, too. More folks ask for White Rock at the best bars than any other "club soda." Now while you buy White Rock, I'll get back on my rock.

Look for Psyche, the trademark of America's finest mixer

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Geoghan trial, which was tried before then-Governor Lehman. Prosecutor Todd was asking Geoghan how he had paid for a trip abroad. "Where did you get the cash?" he demanded aggressively. The innuendo was that it had come from bribes, though bribery had not been charged. Stryker, confident of his facts despite the unexpected turn of the questioning, made a startling move for a defense attorney. He invited Todd to amend the charges against Geoghan so as to include bribery. Governor Lehman, impressed by the dare, asked from the bench, "Mr. Todd, are you charging the district attorney with having accepted corrupt money?" Todd, who had been on a fishing expedition, hesitated, consulted with his colleagues and declined in a fluster. Stryker feels this was the turning point of the case.

In preparing for trial Stryker of course does not neglect the law —the statutes, the rules, the past decisions—but it is around the facts, and especially the testimony-to-be, that he plans and even rehearses his forthcoming production. "Have the courtroom constantly in your mind's eye. Call in an associate and put him on an imaginary witness stand in your office, primed with everything that can be used against you. Cross-examine him and see if you can break him down. Then reverse the roles. This will reveal any factual flaws or loopholes in logic. Most of the work of handling a court case comes before the trial starts. What goes on in court is only the top of the iceberg."

Stryker enters a courtroom like an actor going onstage. He confesses still to a "tightening of the chest" which his air of confident power never betrays. Throughout the trial his every facet contributes to the part he is playing—his suit conservatively dark but relieved from dullness by a flashy four-in-hand or a jaunty bow; his manner courteous, almost Victorian, but firm, assured, believable; his voice always dramatic even in routine recital and ranging from an anticipatory whisper to an outraged thunder. It is revealing that Stryker's semi-secret ambitions include singing principal tenor at the Metropolitan and acting Hamlet on Broadway. There is a touch of sublimation in the way he first plans, then performs every step of a trial like a scene in a play.

Twelve good men and true friends

FIRST, if it is a jury case, comes the selection of a jury, with the lawyers allowed to question and then "challenge," or object to, potential jurors. "Tactics, as opposed to pre-trial strategy, start right here. You are trying to get 12 *friends* for your client, men (or women) who will be likely to sympathize with him and his problems. Base your questions on the kind of man your client is—rich or poor, young or old, married or single, outgoing or quiet. Watch each talesman's face as he answers. The flick of an eyelid, the twist of a lip, a smile or a scowl, a too-slow or too-ready reply, may tell you more than the answer itself. Always be tactful—others are listening—even if you decide to challenge a man. And when you accept a juror, do it in a ringing voice of welcome and thanks."

The trial proper gets under way with opening statements by the two lawyers. Stryker thinks the plaintiff's opening—or the prosecutor's in a criminal case—should be full and complete. By contrast a defense opening should be generalized and brief so as to give the enemy as little to work on as possible. Stryker has also said that the chief difference between an opening and a summation (at the end of the case) is that the opening is supposed to be duller and the summation louder. However the New York *Times* reported of Stryker's own opening at the first Hines trial, "When he stopped talking the courtroom crowd once more became aware of the whirr and buzzing of the air-conditioning apparatus which drowned out Mr. Dewey's words for those in the back rows. No one was conscious of the droning sound while Mr. Stryker was speaking."

With the calling of the first witness, the action of the trial begins. Each witness is questioned "directly" by the lawyer who called him to help prove his case, and may then be cross-examined by the other side. "Most lawyers," says Stryker, "look on direct examination as a boring business, but there is a vast art in the spacing and timing of witnesses. In one situation it may seem best to start the case off with a bombshell, in another to lead gradually to a climax. You can also plan to bring out some dramatic or damaging fact just before a recess, so the jury can chew on it at lunch or sleep on it overnight. Keep your questions few and precise. A sloppy direct examination often opens the door to a damaging cross-examination."

Cross-examination, acme of the trial lawyer's art, is Stryker's forte. Wellman's classic book on the subject quotes examples of

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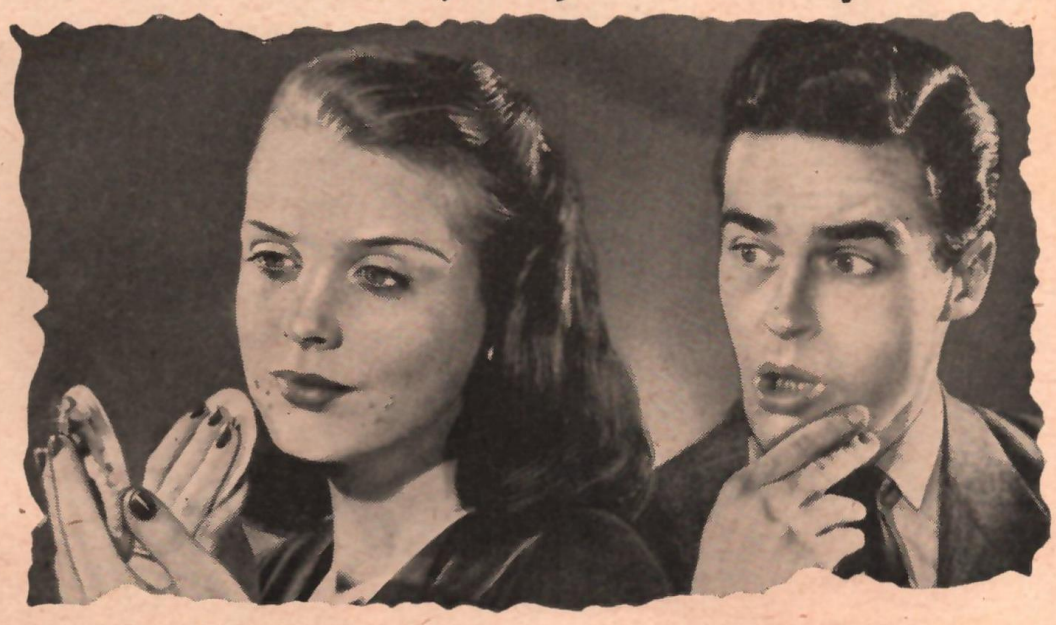
Don't cover up a poor complexion



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PROSECUTOR DEWEY and Defense Lawyer Stryker kept a cool distance during trial of Tammany Leader James J. Hines. Stryker won first round, lost to Dewey on retrial. Emotional Stryker wept in court at the verdict of guilty.

TRIAL LAWYER CONTINUED

Stryker's work along with those of legal giants of the past. "The shorter the better," is Stryker's first maxim. "Keep it lively, sharp, staccato. Make your points crystal-clear so the jury catches them at once. And always finish the cross on a high note. Often I've tossed good points out the window and told the witness, 'That's all,' just after I'd scored a solid hit on him or his testimony. Better to end there than in anticlimax."

Stryker says the toughest witness to cross-examine is the skilled perjurer. He has learned his trumped-up story so well that the usual tack of questioning him on his main narrative will likely do nothing but strengthen it. The best technique is to go after him on collateral matters in order to show the jury he is a practiced liar. Stryker remembers one case where his collateral questioning had so tarred the witness as a "perjurer, racketeer and all-round crook" that the jury foreman, sitting nearest the witness, took his watch and chain from his pocket and passed it along to another juror for safekeeping.

"But sometimes," says Stryker, "no cross at all is even better than a brilliant one. If you can be sure the witness' story can't hurt you, dismiss him from the stand. Nothing is more discomfiting to the lawyer on the other side than to hear his opponent say, 'No questions. Step down.'" Stryker himself has gone this device one better. In a trial where a 75-year-old woman was called by his opponent as a character witness, Stryker rose and told the judge he would concede, for the record, whatever the other lawyer planned to have her say, since he saw no reason to subject so old a lady to the strain of testifying.

After the last witness has been dismissed, the last exhibit put in evidence, each lawyer makes a final speech summing up his case. Here is where Stryker's oratorical bent comes into play. "Men think with their hearts as well as their minds. The able advocate makes the facts spring to life by clothing their logic with emotional appeal. Consider the facts of a case as the keys of a piano. Almost anyone can pick out a halting tune with two fingers. But a Paderewski, using the same keyboard, can weave

CONTINUED ON PAGE 116

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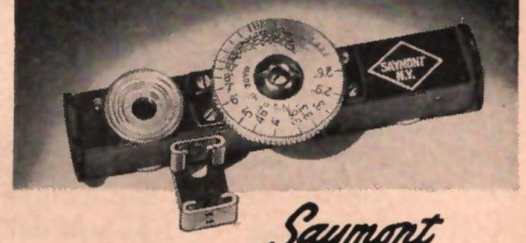

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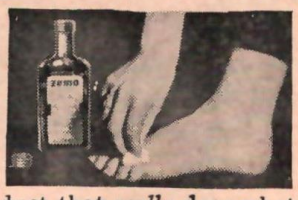
ATHLETE'S FOOT

Helps Guard Against Re-Infection!



Here's a product that *really* does what it claims. It's a Doctor's wonderfully soothing yet powerfully medicated liquid called Zemo. First applications relieve itching and burning between cracked, peeling toes and aid healing. Zemo actually kills on contact the germs* that commonly cause and spread this trouble. That's why Zemo has such an amazing record of *continuous* success. First trial convinces. Buy Zemo at any drugstore.

ZEMO

WALKER'S DE LUXE *is a straight Bourbon whiskey, 6 years old;*
elegant in taste, uncommonly good—a Hiram Walker whiskey.

©1947, Hiram Walker & Sons Inc., Peoria, Ill.

86 Proof

the same simple melody into a throbbing and compelling work of art."

Stryker himself has been known to run right off the factual keyboard. In a case in northern New York tried before a jury of dirt farmers ("The foreman sat there with a white stiff shirt, a brass collar button and no collar") his opponent kept calling Stryker "this feller from New York City." Stryker, in summation, said, "I guess I didn't understand this case at all. It looks as though I'm the defendant and the charge is that I come from New York City. Well, I admit the charge." He then went on to recount his rural upbringing and concluded with an offer to meet his opponent at the jury foreman's farm, after the case and take him on in a contest of cow-milking, hay-raking or barn-shingling. He won the verdict.

Stryker has also turned the emotional appeal of the other side to his own use. Defending a doctor charged with negligence in letting a child patient go blind, Stryker, summing up first, said, "I want to make clear that this poor little boy is blind, totally blind; he has no hope of ever seeing again. That is not the issue in this case. The issue is whether my client is to blame. So if my opponent, when he sums up, should say to you: 'When you go home today, your little son will open the door and run out to meet you and ask you to play ball; this little boy can never do that'; or if my opponent should take this boy by the hand and lead him to the jury box and say, 'Look, this boy is blind, he cannot see you, he cannot see anything'—then you will know he is simply playing for your sympathy and his case has no real merit at all." Stryker's opponent, caught off base, did exactly that—and lost.

Beyond the evoking of emotions Stryker says of summing up, "Words as vehicles of thought are your weapons. Try to attain a mastery of English speech. Steer clear of grammatical errors and cheap colloquialisms. No one ever won an audience by talking down to it. And never write out what you're going to say beforehand. To sound sincere a summation must be spontaneous."

Spontaneity came easily to Stryker when, protesting the use against his client of evidence obtained by tapping wires, he was ordered by a judge not to shout so loud. Stryker stopped, apologized quietly and went on quietly, "Perhaps my fault lies in the fact that I have never yet been able to encounter outrage with complacence. Nor have I yet attained that poise which would enable me to speak in quiet tones of equanimity about an effort to strip an American citizen of his liberty by evidence of this sort. And yet I have one consolation. As I think back to that little Boston State House in February 1761, when James Otis before a hostile court thundered against the Writs of Assistance, I am satisfied that he too on that occasion raised his voice."

But always Stryker's case-winning formula comes back at the end to facts. "A summation, no matter how eloquent, should be at bottom a reliable guide through the long miasma of the proofs. There is no eloquence so powerful as evidence. For evidence—honest evidence—is made up of facts. And facts, facts, facts are what the trial lawyer needs to win."

Facts plus the eloquence to use them plus a judgment of people plus a faith in his cause plus a love of battle plus a sense of drama —plus, perhaps, a few decades of experience like Lloyd Paul Stryker's.

© ARNOLD NEWMAN

STRYKER has no permanent clients and no partners. Two well-seasoned assistants, Harold Shapero and Harold Wolfram, help prepare detailed briefs.

I'll send it to you now! A trial package of the new Slender Meds tampons—an extra-easy-to-insert size with the REGULAR absorbency most women need! And so comfortable, so convenient!

See what Meds give you:

- "SAFETY-WELL" designed for your extra protection
- COTTON of high-test absorbency, soft and fine
- EXPANSION—mostly sidewise—to avoid pressure
- APPLICATORS—dainty, firm, easy to use

Be ready for "next time"! Why not mail the coupon today for your trial package of Slender Meds!

Slender MEDS with REGULAR absorbency and extra ease-of-use *(in light blue box)*

De Luxe MEDS with SUPER absorbency for greater need *(in dark blue box)*

29¢ for 10 in applicators

Martha Steele L-5
Personal Products Corporation
Milltown, New Jersey

Dear Martha Steele: I want to try the new Slender Meds. Please send me, in plain wrapper, the trial package of 3 for which I enclose 10¢ in coin to cover mailing cost.

Name.....

Address.....

City.....State.....

Meds are made by Personal Products Corporation

YOUR SHOES ARE SHOWING!

EMBARRASSING, ISN'T IT?

YOU NEED SHINOLA

● Unshined shoes don't make a guy top man with his one-and-only. Try keeping Shinola on hand. Shinola Shoe Polishes not only help keep shoes *looking* well, they also help make shoes last longer. It *pays* to KEEP 'EM SHINING WITH SHINOLA.

Seasonal Note: *Shinola White* is what you ask for to help keep your white shoes neat and really white-looking all through the summer season. You'll like Shinola White. It's easy to put on—yet hard to rub off.

IN CANADA IT'S 2 IN 1

BURNED?
SCRAPED?
SCRATCHED?
BRUISED?

The thing to use is
UNGUENTINE
Reg. U. S. Pat. Off.

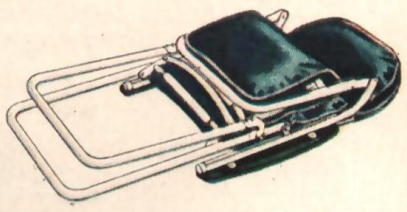
A Norwich Product Norwich

Sitting Pretty

FOR YEARS OF COMFORT WITH A BarcaLoafer

Enjoy Comfort Out of This World

- IN YOUR SUN PARLOR
- ON YOUR PORCH
- IN YOUR GARDEN
- AT THE BEACH



EASY TO FOLD AND CARRY

PATENTS PENDING

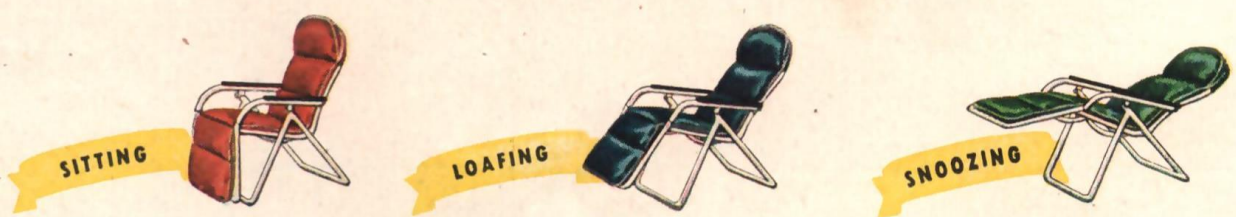
ACCEPT YOUR DEALERS INVITATION
COME IN AND SIT IN A BarcaLoafer
PLEASE TAKE THE SIT TEST
Swell-l-l
Ah-h-h
MOST PORCHES LACK COMFORTABLE CHAIRS—NEED THE BarcaLoafer

YOU'VE never enjoyed a summer as you'll enjoy THIS summer, when you get acquainted with BarcaLoafer comfort. It's like floating on air. It's scientifically designed, built and upholstered for your comfort. Every inch of your body is fully supported for complete relaxation.

You sit erect, lean back or recline at will. Always the angles of seat, back-rest and leg-rest adjust automatically for your greatest comfort. In any position you can lock the chair with the flip of the handy lever under the arm-rest.

The beautiful enamel finish is chip-resisting. The colorful upholstery material is impervious to water, alcohol and perspiration. Long-lasting and easy to keep clean ...as are the comfortable plastic arm rests.

Accept the invitation of your Furniture or Department Store to SIT in the BarcaLoafer and EXPERIENCE *complete* relaxation. Priced at about $34.50... slightly higher west of the Mississippi.



BARCALO MANUFACTURING COMPANY

BUFFALO 4, NEW YORK

Specialists in Comfort. Makers of Barcalo Six-Way Pillows, Fashion Set Summer Furniture, Reclining Wheel Chairs.

It's Smart To Be Comfortable

Cut out for Pleasure

. . . RENOWNED among great trees . . . the "Big Tree" of the Sierra Nevada—or *Sequoia gigantea.* Renowned among fine whiskies . . . 7 Crown—Seagram's finest American whiskey.

Seagram's *Seven Crown*

SEAGRAM'S FINEST AMERICAN WHISKEY

Say Seagram's *and be* Sure *. . . of Pre-War Quality*

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

IN STREAMLINED PILOTS' LOUNGE FACING AIRSTRIP FASHION JURY SCRUTINIZES PROPELLER-CARRYING MODEL WEARING A WOOL-GABARDINE FLYING SUIT

FLYING RANCH FASHIONS

America's first dude ranch airpark opens with a rollicking round-up of new fashions designed for riders and fliers

On retiring from the Army Air Forces two years ago, wealthy Texas Oilman Colonel Jack Lapham conceived the idea for a unique kind of dude ranch. A 7,000-hour flier, he had always deplored the inconvenient and unsightly airports private fliers had to use. Lapham decided to build one that was both practical and pleasant and make it into a resort. The result was the Flying L Ranch, opened last month, the first dude ranch airpark in the U. S.

Thoroughly equipped with runways, repair shops and expert mechanics, the Flying L offers its guests turkey hunts, black-bass fishing and excellent riding, all for $15 a day. The 12 cottages are built to resemble airplanes and the pilots' lounge, right on the landing field, serves as a dance pavilion. Colonel Lapham and his wife run the ranch, less concerned with realizing a profit on their $750,000 investment than with making the Flying L the first of a series of air ranches all over the country. A show of specially designed flying and ranching clothes marked the airpark's formal opening.

CONTINUED ON NEXT PAGE

a truly finer sport shirt full of extra touches of custom detailing from lay-low collar to double-pleated back. Styled handsomely in fine cotton or spun rayon mixtures, with Brentwood's famous easy-fitting casual lines. In short sleeves or long at most fine stores. $4 to $10.

BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK

WHITE FLYING SUIT is set off by blue denim shoes, bag, belt and cigaret case. The ankle straps, also made of denim, have space for initials or brand.

GREEN AND GOLD sandal is worn with Spanish skirts on warm evenings.

DENIM BAG, wide gauntlets were both made to order by harness-maker.

PLAID-SEATED RIDING SUIT, with a shirt of matching yellow and beige, shows new trend in ranch styles as contrasted to the standard blue jeans.

HOLSTER BAG, imitation of the cowboy's, holds personal belongings.

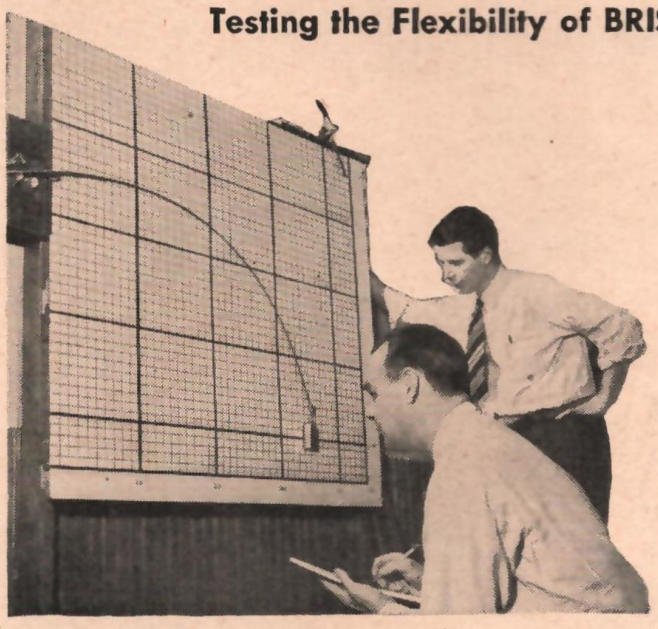
"PUT Your Little Foot" linen boot is named after popular Texas folk dance.

CONTINUED ON NEXT PAGE

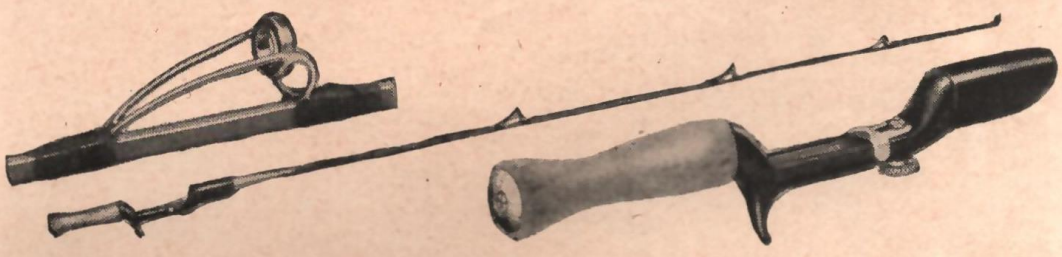
TO BRING YOU NEW FISHING THRILLS...

When thinking of fishing tackle, remember this:—BRISTOL was first to produce the steel fishing rod, first to introduce the telescopic rod, first to develop and market the silk fishing line. Today, in keeping with these major contributions to the fun of fishing, BRISTOL is making for you with *high-precision* accuracy and skill a wide offering of advanced-type rods, reels and lines that truly add new thrills to your favorite pastime. Handsome hexagonal and round telescopic rods! One piece seamless tubular and solid steel rods! Light, superstrong, superbly-balanced rods for every fishing need . . . with reels and lines in keeping with this superb, new-day excellence. Be sure to see this fine postwar BRISTOL tackle at your favorite dealer's.

Testing the Flexibility of BRISTOL Fishing Rods.



BRISTOL'S pioneering experience in the *precision-processing* of steel into fishing rods of foremost quality is supplemented by rigid tests that keep this quality at a uniform and pre-determined high standard through every step of manufacture. Shown here is the test that assures the precise flexibility demanded for bait casting rods. The rod is held in a vise with a weight attached to its tip. With this weight, it must flex to an exact chart requirement; then, when the weight is removed, spring back to become perfectly straight as before.



BRISTOL'S Solid Bait Casting Rod with "Set-Tite" Aluminum Handle

Here's a rod designed for beauty and performance. It's a bait casting rod with superb action. It is also a perfect rod for trolling. The blade is equipped with stainless steel ring guides silk wound to a gun metal finish. The comfortable fitting "Set-Tite" handle is anodized in an attractive color and has a lug-type attachment which securely holds the reel to the handle. Ask to see this handsome Model # 32.

Bristol

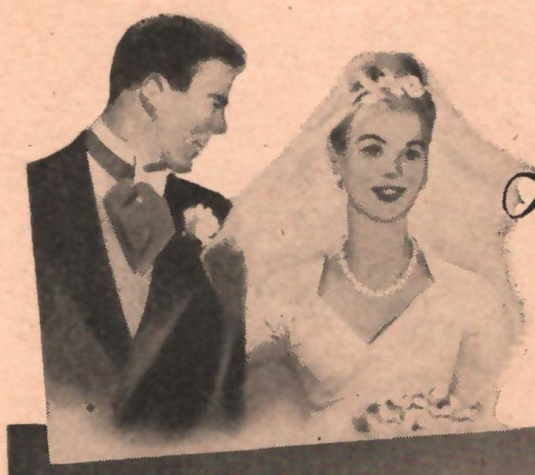
THE HORTON MANUFACTURING CO.

BRISTOL, CONNECTICUT

FISHING RODS

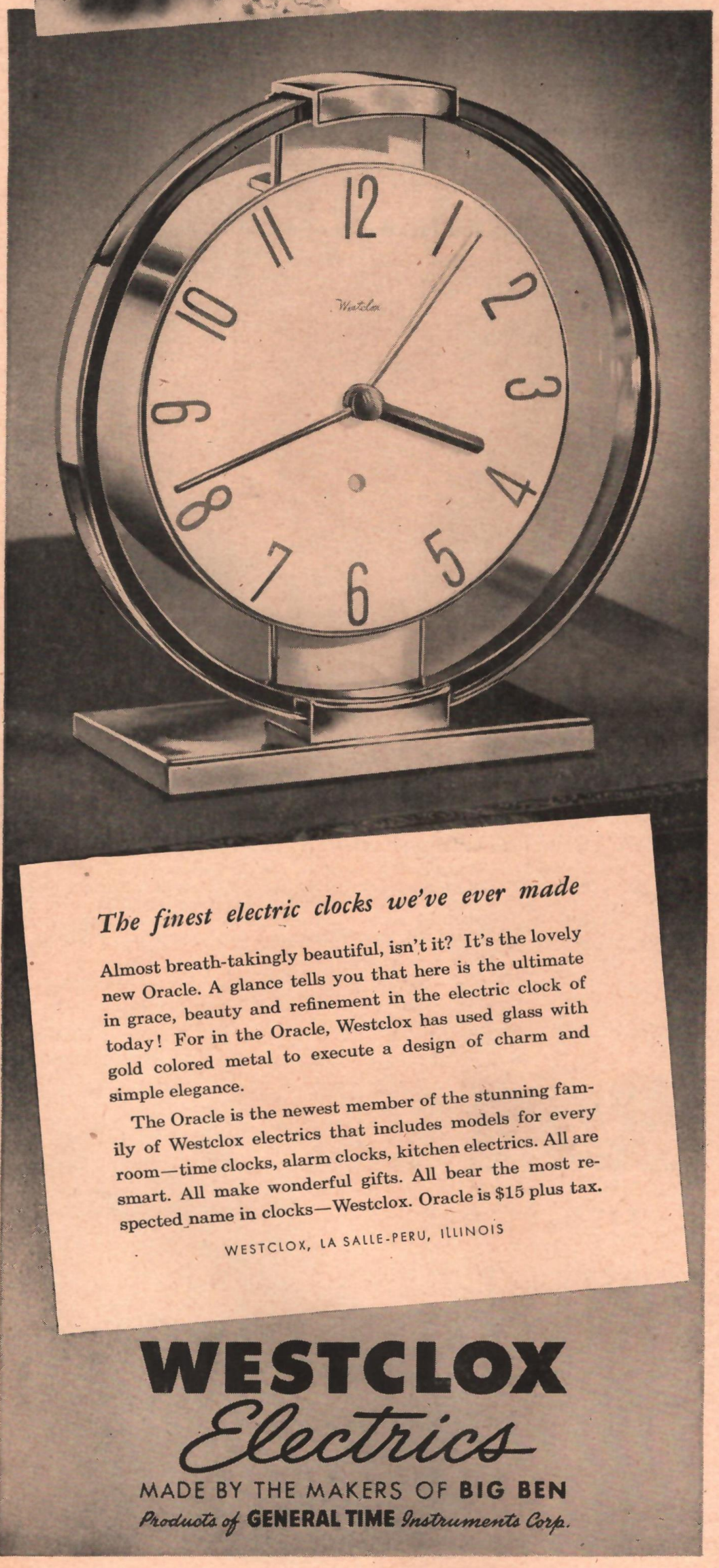
REELS • LINES

Also Makers of **BRISTOL GOLF CLUBS**



Lovely gift

FOR A LOVELY BRIDE



The finest electric clocks we've ever made

Almost breath-takingly beautiful, isn't it? It's the lovely new Oracle. A glance tells you that here is the ultimate in grace, beauty and refinement in the electric clock of today! For in the Oracle, Westclox has used glass with gold colored metal to execute a design of charm and simple elegance.

The Oracle is the newest member of the stunning family of Westclox electrics that includes models for every room—time clocks, alarm clocks, kitchen electrics. All are smart. All make wonderful gifts. All bear the most respected name in clocks—Westclox. Oracle is $15 plus tax.

WESTCLOX, LA SALLE-PERU, ILLINOIS

WESTCLOX

Electrics

MADE BY THE MAKERS OF **BIG BEN**

Products of **GENERAL TIME** *Instruments Corp.*

RODEO BATHING SUIT, made expressly for ranch opening, has jeweled horseshoe cutouts strategically located at bosom, thigh. It is not seaworthy.

"Let's have Sandwiches

...WITH THAT FRENCH'S FLAVOR!"

French's Mustard is Smoother, Creamier—

MILLIONS PREFER ITS FINER FLAVOR!

Double or triple decker? Set out this trayful of delectable "fixings" and let everyone have the fun of making his own favorite sandwich. And to be *sure* your sandwich tray's a hit, serve plenty of French's—the smooth delicious mustard that brings out *all* the superb flavor of meat, cheese or fish. French's blends in perfectly—it's made of the finest spices and mustard seed money can buy!

Largest selling prepared mustard in the U.S.A. today

ALSO MADE IN CANADA

FREE! Hot Dan's new Recipe Book in full color . . . "Mealtime Magic"

Send coupon to The R. T. French Company, 1383 Mustard Street, Rochester 9, N. Y.

*Name*_____

*Address*_____

Yes...this hostess is used to the *best*!

"FANCY DRESS BALL," AN ORIGINAL OIL, PAINTED FOR PEPSI-COLA COMPANY, BY BEN STAHL.

She pays $500 for her costume...yet only 5¢ for the *best* sparkling water!

EVERVESS *Yes, Yes!*

Makes drinks taste better — costs less!

Yes... it's bonded for quality by a famous surety company.
Yes... it gives you a dime-size bottle for a nickel!

BONDED FOR QUALITY

PRODUCT OF PEPSI-COLA COMPANY

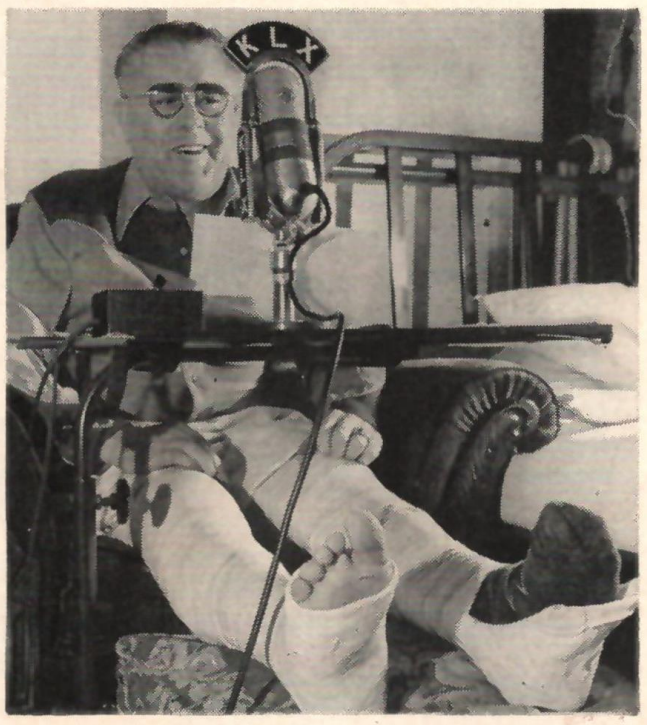
BEDRIDDEN SKEEZIX BONZI SITS BENEATH SOME OF THE 600 CARDS SENT HIM BY SYMPATHETIC RADIO LISTENERS AND LOOKS AT HIS PRIVATE COMIC STRIP

THE STORY OF SKEEZIX BONZI

A radio announcer and a cartoonist help keep a little invalid happy

In the little town of Escalon, Calif. a 6-year-old boy named Skeezix Bonzi (*above*) lies bedridden most of the day with rheumatic fever. A bright child, Skeezix by last October had just about run out of things to keep him busy when his mother, in desperation, wrote to one Cactus Jack (*right*), a folksy, cowhand type who runs a radio program on San Francisco's Station KLX for shutins and lonely people. Cactus Jack obligingly broadcast Skeezix' plight. Among those who listened was a free-lance San Francisco cartoonist named George Stratton, a tenderhearted man who promptly invented a private comic strip for Skeezix alone. He called it *Skeezix and His Red Umbrella* and mailed a new chapter every week. At first Stratton didn't even sign his name, called himself simply "The Artist," and pretended to Skeezix he was writing from China.

In the strip, Skeezix, a dog named Champ, a rich old lady called Aunt Effie and a magic umbrella go for a trip around the world. This is good medicine for real-life Skeezix, whose fragile health and mounting doctor bills keep him indoors and his parents poor. Townfolk drop in on the Bonzis to read each week's episode and a few weeks ago, after Skeezix in Chapter 16 had captured a dangerous Chinese bandit and been made "Honorary Police Chief of Shanghai," a California state trooper appeared mysteriously (*next page*) and presented a gold badge to Skeezix which read "Chief of Police."



CACTUS JACK (Cliff Johnsen) broke both kneecaps last March, still broadcasts to shutins like Skeezix.

CONTINUED ON NEXT PAGE

Bob Williams* has switched to Calvert because Calvert is milder

*of 2430 8th Avenue, San Francisco, Calif.

CALVERT RESERVE BLENDED WHISKEY —86.8 Proof—65% Grain Neutral Spirits. Calvert Distillers Corp., New York City

CARTOONIST STRATTON, now a good friend, explains some old strips to Skeezix who, like all children, never tires of hearing them again and again.

POLICE CAPTAIN Drais of the California State Highway Patrol pays a surprise visit to Skeezix and presents him with a gold "Chief of Police" badge.

SKEEZIX'S MOTHER helps him phone thanks to Oakland police chief for badge. Skeezix won it for "capturing Chinese bandit" in his comic strip.

Yours very truly
Perfect gift for Father's Day, graduations, anniversaries, birthdays! Personal as his own name. Custom-linked to order . . . in Enduring Kreisler Quality. At fine stores!
P.S. She's wearing them with slacks now, too!
YOURS
the original
Sir-name
key chain
Yellow-gold finish . . $13.95
In sterling silver . . $11.50
Prices Include Fed. Tax
Jacques Kreisler
Makers of Fine Jewelry for men and women
AVAILABLE IN CANADA
©1947 JACQUES KREISLER MANUFACTURING CORP.

Keep your hair and scalp stimulated with FITCH'S IDEAL HAIR TONIC . . .

When the scalp fails in its function, the hair begins to look dull and often falls out. Fitch's Ideal Hair Tonic stimulates a sluggish scalp and opens the clogged hair follicles, enabling them to function properly, so the natural oil can flow onto the hair itself. Massage a few drops of Fitch's Ideal onto your scalp and notice how the scalp feels healthier . . . the hair looks smoother and glossier. Fitch's Ideal is *not sticky or greasy* . . . leaves the hair with that well-groomed look.

Fitch's IDEAL HAIR TONIC

Guaranteed by Good Housekeeping

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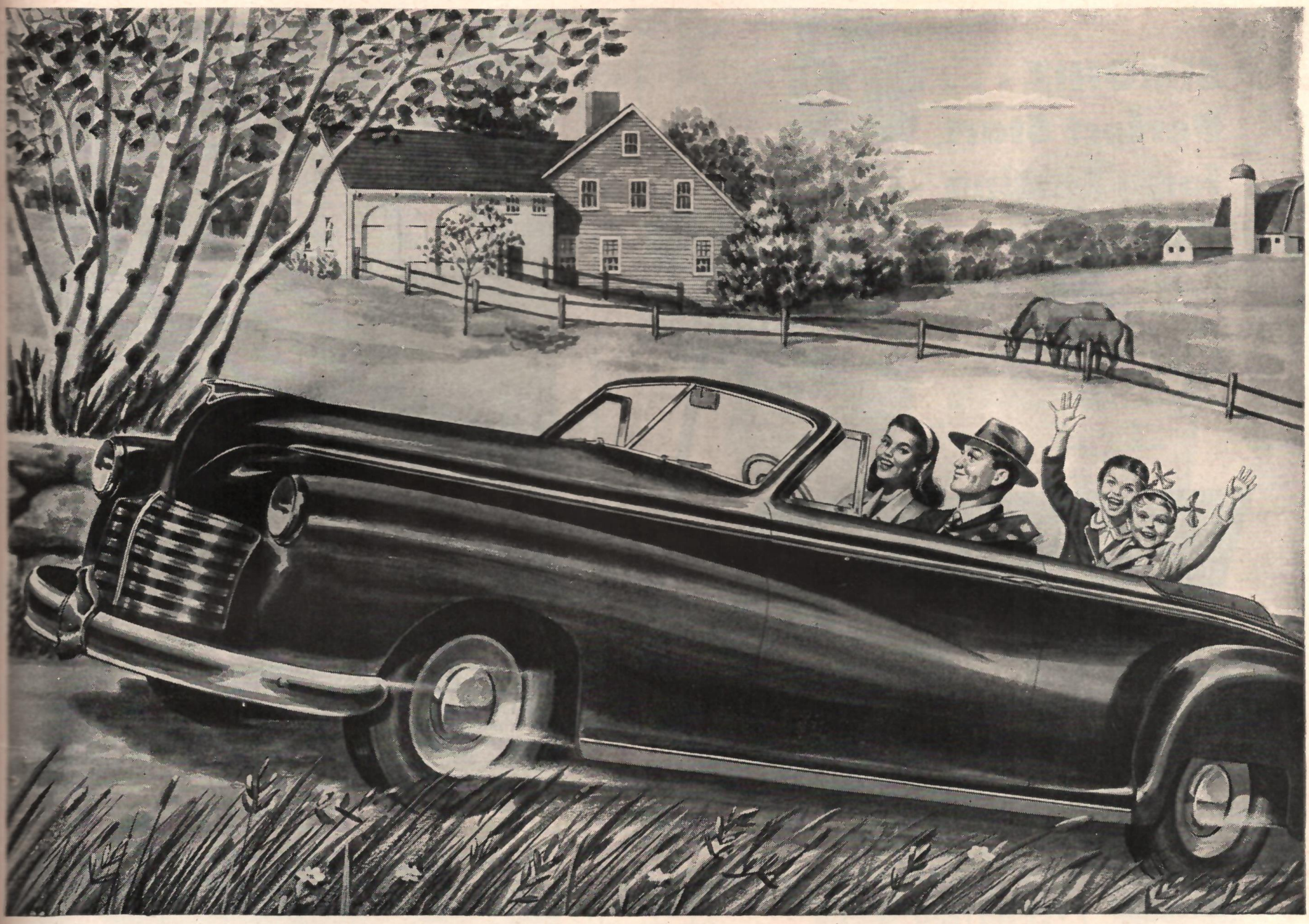

This car is running with an "EMPTY" gas tank!

EVEN AFTER the gas gauge says "empty," a modern car can keep going for a good many miles. Here's why.

Automobile manufacturers know human nature. They figure that, sooner or later, we'll get careless, or misjudge how far we have to go. So the gas gauge is set to show "empty," while there are still a couple of gallons left in the tank.

This reserve supply is a swell idea that has kept many a family from getting stuck.

It's an even better idea for a family's budget!

A reserve supply of dollars is a lifesaver in case of financial emergency. It will keep your family going if sudden illness strikes, or unexpected expenses show up.

And one of the easiest ways to build just such a cash reserve is *buying U. S. Savings Bonds on the Payroll Savings Plan!*

Millions of Americans have discovered that *automatic* Bond buying is the quickest, surest way of piling up an emergency fund. And of saving money for other things, too—important things like college for the kids, or a home in the country, or a cash income for later in life.

What's more, the money you save in Bonds buckles right down and starts *making more money*—in just 10 years you get back $100 for every $75 you put in today.

So keep on buying Bonds on the Payroll Plan. Buy all the extra Bonds you can, at any bank or post office. And remember, you're helping your country as well as yourself—for every Bond you buy plays a part in keeping the U. S. strong and economically sound!

Save the easy way..buy your bonds through payroll savings

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

A PUBLIC SERVICE PROJECT The Advertising Council

SIMONIZ . . . Perfect Start for a Lasting Finish

SIMONIZ "builds up" the beauty of the finish . . . makes it richer in brilliance—and lasting! To restore the original beauty to dull finishes, depend on Simoniz Kleener, liquid or paste. Then follow with SIMONIZ. Sold everywhere.

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

MOTORISTS WISE
SIMONIZ
HOUSEWIVES DO LIKEWISE

"Simoniz". . . Trade Mark Reg. U. S. Pat. Off. & Foreign Countries

Get a Fresh Grip on Sleep

There's nothing to compare with a genuine Ostermoor. Innerspring mattress comfort at its finest.

OSTERMOOR · BUILT NOT STUFFED

OSTERMOOR

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

New Sulfa Drug Formula For Athlete's Foot

New Powder Preparation Highly Effective

Now, at first sign of Athlete's Foot—or as a protection against it—use Dr. Scholl's Sulfa Solvex—the new powder preparation containing the miracle drug, Sulfathiazole. It not only fights the infection itself with remarkable effect, but also *secondary* infections common in Athlete's Foot. Speedily relieves itching, kills fungi on contact. Helps rapid healing of red, raw, cracked or peeling skin between toes or on the feet. Only 50¢ everywhere. If you can't obtain Dr. Scholl's Sulfa-Solvex locally, send 50¢ to Dr. Scholl's, Inc., Chicago 10, Ill. Use exactly as directed.

Dr Scholl's SULFA SOLVEX

Vacation Money!

- Earn those extra dollars to help make this year's vacation the best ever.
- Become a LIFE. TIME. FORTUNE Representative. selling subscriptions to these and all other popular periodicals in your spare time.

LIBERAL COMMISSIONS
FREE SELLING AIDS
NO Investment Needed

Mail coupon below to:

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115 E. Ohio Street, Chicago 11, Illinois

Please send me a free copy of "Money in Magazines"

Name

Address

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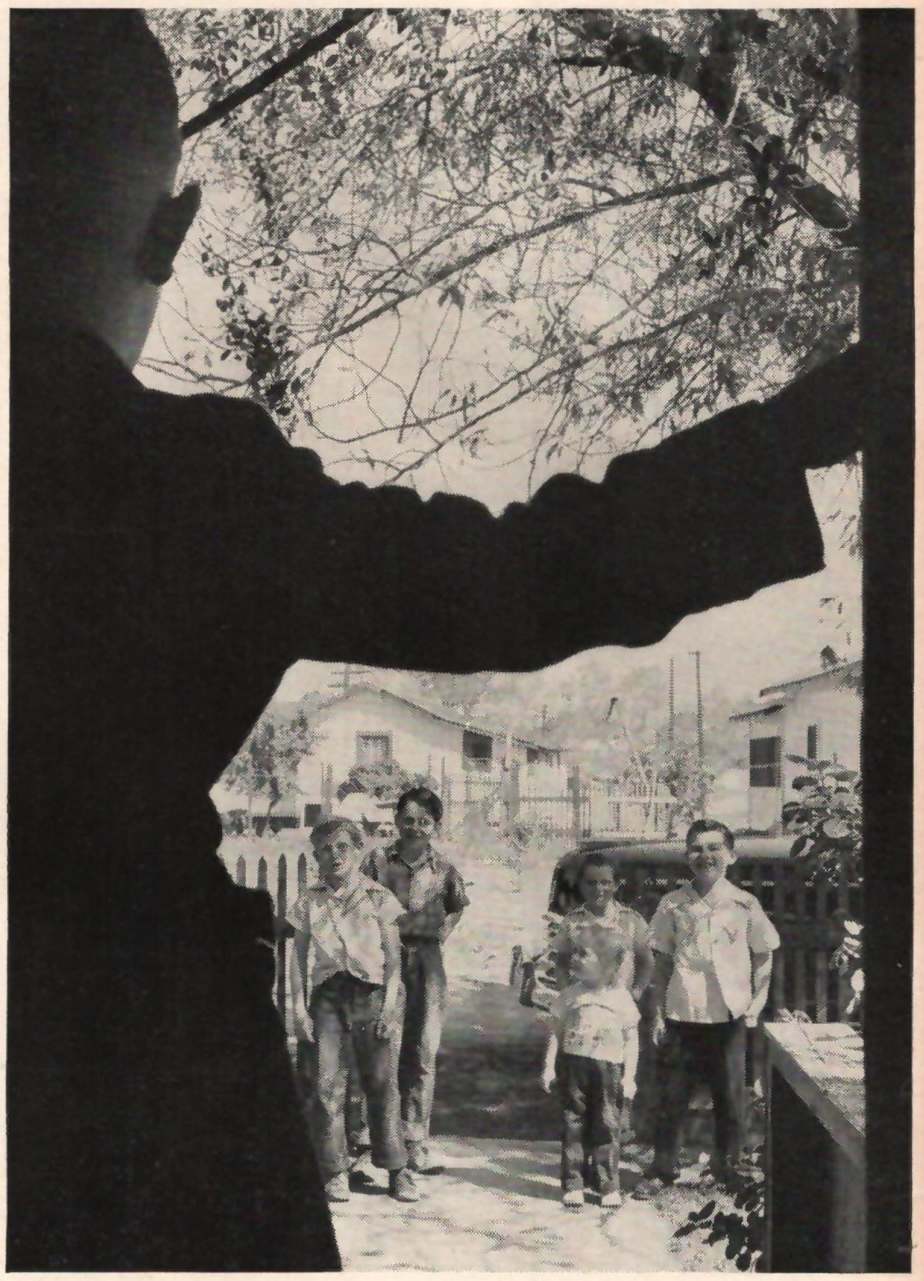
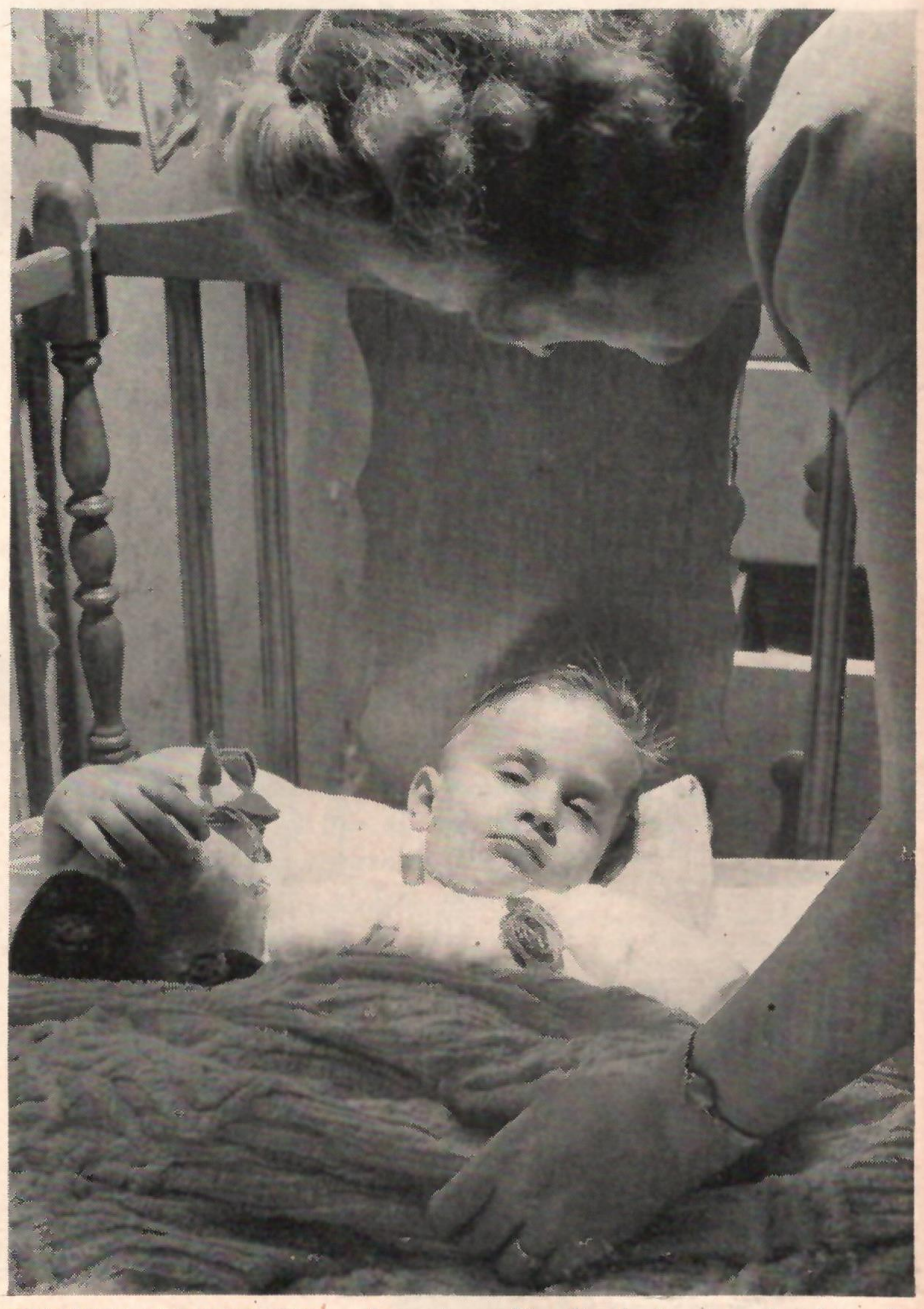


STANDING AT DOOR shut-in Skeezix, now wearing his new police badge, tells neighborhood kids he can arrest them. They all read Skeezix' cartoons.



TUCKED UP FOR BED and wearing gold police badge pinned to his pajamas, tired little boy cuddles his pet rooster, gift of another radio well-wisher.

MEN LIKE...

Dress by André d'Aulan

...the smart good looks

and the fine construction....

of ESQUIRE SOCKS

By the world's biggest maker of men's socks

Ask for *Esquire* Socks, gentlemen—and you'll get:

Extra-good looks—Esquire's colors and patterns are designed by the country's leading sock stylists in our Fifth Avenue Fashion Laboratory. *Esquire Socks are the smartest thing on two feet!*

Extra-long wear—Esquires are constructed with exclusive Multi-Ply (reinforced) heels and toes. They're *pre*-tested 5 ways for *added* wear. Wonderful values at 50¢, up. Chester H. Roth Co., Inc., New York, N.Y.

FOR PLEASANT MOMENTS—
Behold good taste stepping out!
Lo! A party in prospect, an evening in bloom!
What a setup for two . . . A double order of Perfect Memories,
when PM keeps a date with gardenias!

IF IT ISN'T PM IT ISN'T AN EVENING

National Distillers Products Corporation, New York.
Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.

BEARL B. MURPHY
Vice president of Western War Surplus Stores

LIEUT. COLONEL R. A. McMILLAN
A Los Angeles professor of military science

RANDOLPH CHRISTIE
Retired vice president of the Bank of America

MRS. ROBERT OLNEY
Doctor's wife, mother of a 16-month-old boy

MRS. RANDOLPH CHRISTIE
Noted world traveler, wife of Banker Christie

MRS. OZRO CHILDS III
Widow of a securities and investment broker

FRANK ROUSE
Successful Los Angeles lawyer, father of one

MRS. HERBERT VINCENT
Wife of a dental surgeon, mother of three boys

F. H. TERHAAR
Physiotherapist, inventor of a plastic lung

NINE SOLID CITIZENS

In ways large and small, Americans still baffle the rest of the world. Consider for example the nine calm Californians above, all dignified, prosperous citizens of Los Angeles. In homes, offices and clubs people like these are models of propriety. It would be quite useless even to attempt to explain to Europeans or Asiatics the peculiar change that comes over them when they get rigged up in strange, fantastic costumes and go to a good party.

FOR THE PARTY THESE PEOPLE ATTENDED, TURN THE PAGE

DRESSED AS A WATUSSI TRIBESMAN OF THE BELGIAN CONGO, BUSINESSMAN BEARL B. MURPHY EXECUTES A STARTLING NATIVE LEAP AS MRS. EUGENE KEGLEY LOOKS ON

PRIMITIVE DANCE is performed by Host Randolph Christie to the rhythm of an authentic African tom-tom.

PARTY MISHAP occurred when bare-footed F. H. Terhaar cut his toe on teeth of an open bear mouth (*bottom*).

HOISTED UP by Christie and Murphy, Mrs. Robert Olney "reclines" on a Kashmir rug nailed to the ceiling.

HOSTESS COMFORTS HER DOG AT THE BAR

Life Goes to a Globe-Trotter Party

Decorous Californians kick up their heels in a retired banker's exotic 32-room house

The party which the people on page 131 went to was a humdinger. When they give one, the host and hostess, retired banker Randolph Christie and his wife Peggy, like to open up an exotic, foreign dream world for their guests. To their 32-room house in Beverly Hills outside Los Angeles the Christies have transplanted the hundreds of fascinating treasures and gimcracks they have picked up in 20 years of globe-trotting, covering more than 400,000 miles and 105 countries and islands. Each room is dedicated to some foreign land—the Hawaiian Room, for example, has two live palm trees and a rock and fern waterfall. As guests enter each room they hear recorded native music or chants and their noses twitch to the pervading smell of incense appropriate to the country. The guests, who are required to wear outlandish costumes, react to the exotic atmosphere in strange and different ways. Some try frantic native leaps (*opposite page, top*), others cavort in the gaily decorated bathrooms (*lower right*). This delights Mrs. Christie, who thinks people should forget their daily troubles once in a while and have a good time. She says her friends are always sobbing about romantic places like Tahiti, and hence she has fixed up her home the way people think these places are. "Actually," Mrs. Christie confides, "most of them are filthy, with terrible climates and poisonous snakes."

AT THE BAR Host Christie, wreathed in Hawaiian *leis*, serves guests variously clad in South Seas and Scottish attire. He changed costume three times.

SIGNING HER NAME on the wall, Mrs. Herbert Vincent (*above*) gets a helping shoulder from Lieut. Colonel R. A. McMillan. Below: Mrs. Ozro Childs stands in bathtub as a "Bubble Girl" to fit the bubble-and-flower theme with which hostess decorated one of the house's six bathrooms.

CONTINUED ON NEXT PAGE

Then the Bellboy Gave Me a Tip!

about how Reliance men's wear proves fine quality need *not* be expensive!

"WELL, SIR," he said. "I've noticed the best-dressed men really go for that *Reliance contour* collar. It's designed to *fit* a man's neck—that's why it's comfortable and handsome too!"

"NO LOST AND FOUND buttons—they're sewed on to stay. *Reliance* watches every detail—the smooth shoulder fit, full-cut lines, good sewing that mark a *good* shirt!"

"LAUNDRY IS A CINCH, because those fine *Reliance* shirt fabrics are tested for washability, sturdiness, color-fastness—and they're Sanforized to assure less than 1% shrinkage."

"PRIVATE EXPENSE ACCOUNTS don't take a beating either, because *Reliance* prices are great values for fine quality! In smart patterns or white, *Reliance* shirts are your best buy!"

Rely on Reliance for Shorts, Pajamas and Sportswear too

As one man tells another—you can Rely on Reliance for the good looks, fine fabrics and correct styling you expect in fine men's wear—and at popular prices! *Laboratory-controlled* quality of all *Reliance* products assures lasting satisfaction. Featured at better stores everywhere.

Reliance

SHIRTS • SHORTS
PAJAMAS
SPORTSWEAR

Reliance Manufacturing Co. • Chicago • New York

SIPPING PUNCH are Mrs. Christie (*left*) and Virginia Maples, a movie starlet. Punch is made with rum, fruit juices, powdered sugar, disinfected flowers.

"HILO HOP" is a Hawaiian number which Mrs. Christie performs at all her parties. She has learned a repertoire of 60 South Seas dances in her travels.

CONTINUED ON PAGE 137

HOW TO GET MARRIED

. . . advice to the altar-bound from a bride's best friend

That gown

. . . that so important gown!

You have a world of styles to choose from—the thing to do is to match *you!* You can run an exciting gamut from the classically severe, as right up there . . .

. . . to the cleverest mixture of simplicity and flamboyance. A smart touch of lace here, a veil that soars! Express your personality—make that gown feature *you!*

Or, if you're the type, let yourself go in one of those "period" jobs! Whatever your choice though, *insist* on the Skinner Satin label. That's as essential as a groom!

Those t-h-i-n-g-s

. . . those beautiful, intimate things!

Umm, negligees! Skinner-smooth. Luscious. One "frill thriller". Another—cuddly, light as air—of Skinner Sunbak*. For fireside dinners . . . lovely late breakfasts!

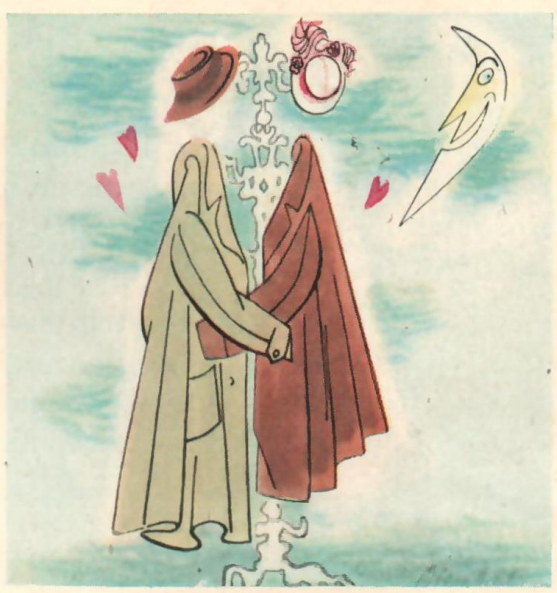
We'd say three is a bare minimum of elegant slips . . . elegant Skinner slips that you almost hope show! When they're Skinner fabrics you just *know* they're right!

"Unto thyself be true!"—with a firm array of Skinner paneled girdles, bras—and, to be sure, gleaming Skinner Satin slippers! To BE sure—look for the label.

That honeymoon

. . . that honey, honey moon!

Dashing off together! *You* with a dash of smart Skinner print in your ensemble. Such imaginative prints—so beautifully behaved! (Take at least three prints along.)



One good all-purpose coat's a *must*, as is a Skinner lining. Skinner Tackle Twill* is featured by better stores. *Only* Skinner makes Tackle Twill!

*Trade Mark Reg. U. S. Pat. Off.

You'll get all kinds of help from your favorite store. See their Bridal Secretary or Bridal Department and ask for the Skinner Bride's Book—or write Wm. Skinner & Sons, New York 3, N. Y. for your copy.

Look for the label

Skinner

. . . all you need know about any fabric

WM. SKINNER & SONS

Mills at Holyoke, Mass.

Fourth Avenue at 17th Street • New York City

He can make that whip talk," they used to say,
And he did—at the close of every day.
Snaking it out in the three-ring sign,
He brought barmen running with Ballantine.

Great favorite since 1840...

it's America's largest selling Ale

Back in 1840, when his ale was ripe and ready, Peter Ballantine took one drink to judge its PURITY, a second for BODY, a third for FLAVOR, and chose for his trade mark the three moisture rings left by his glass on the table.

Draw up a chair and test Ballantine Ale yourself. Savor its agreeable lightness, its robust flavor, its downright delicious goodness—and chances are it will be Ballantine for you for good! Look for the 3 rings; call for Ballantine Ale . . . today.

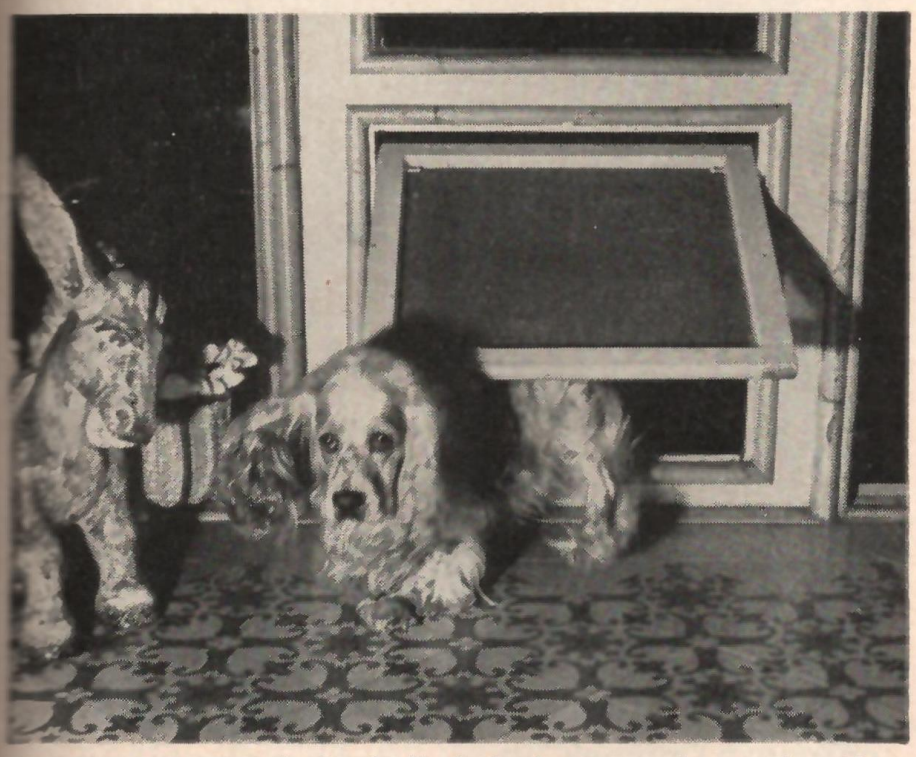
P. Ballantine & Sons, Newark, N. J.

BALLANTINE ALE

PURITY BODY FLAVOR

THE CHRISTIE'S DOG, a cocker spaniel named Luluaina Kane, or Freckles Man, regards the party reproachfully from behind stray bottle and empty glass.

AS THE EVENING WORE ON dog stood up stolidly under guests' ministrations. Here Attorney Rouse and Physiotherapist Terhaar show their affection.

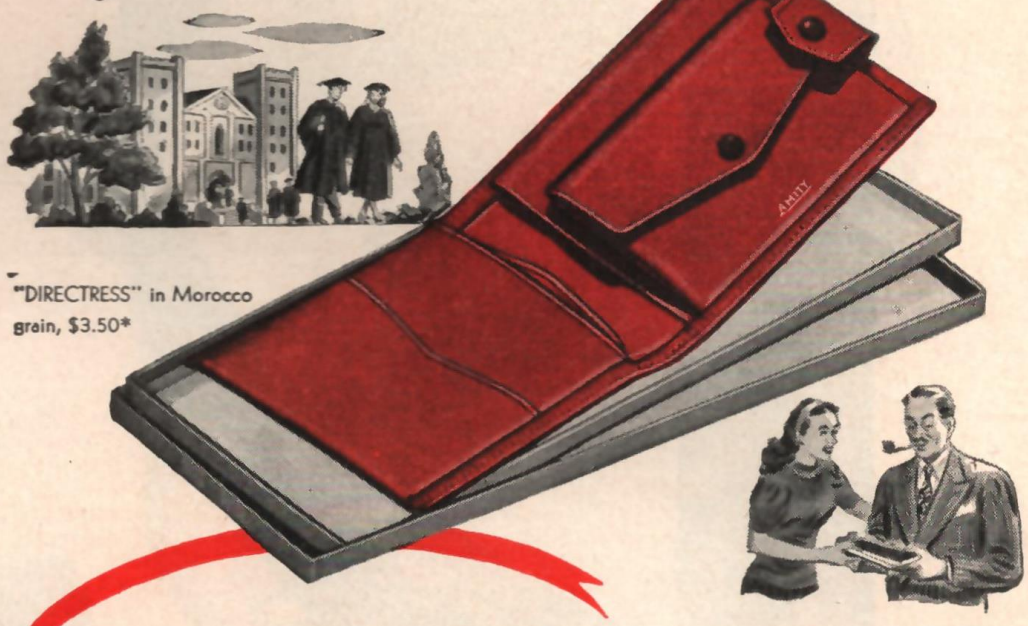


TIRED OF IT ALL, the dog finally ducks the party and goes off meekly to bed, using a two-way swinging panel set for him in the bottom of the door.

...to speak your heartfelt pride!

AMITY

gifts for him... for her



"DIRECTRESS" in Morocco grain, $3.50*

Whatever the season or reason, when you've gifts to choose, remember Amity. These lovely leather things, stitched with Nylon for added strength and lasting beauty, are a sensibly priced solution to gracious giving.

Amity's "Pocket Secretary" with sliding memo pad, in Levant grained Cowhide, $6.00*

The Amity "Director"—America's most-wanted billfold, with 2 disappearing spare key pockets, In Calfskin, $7.50*

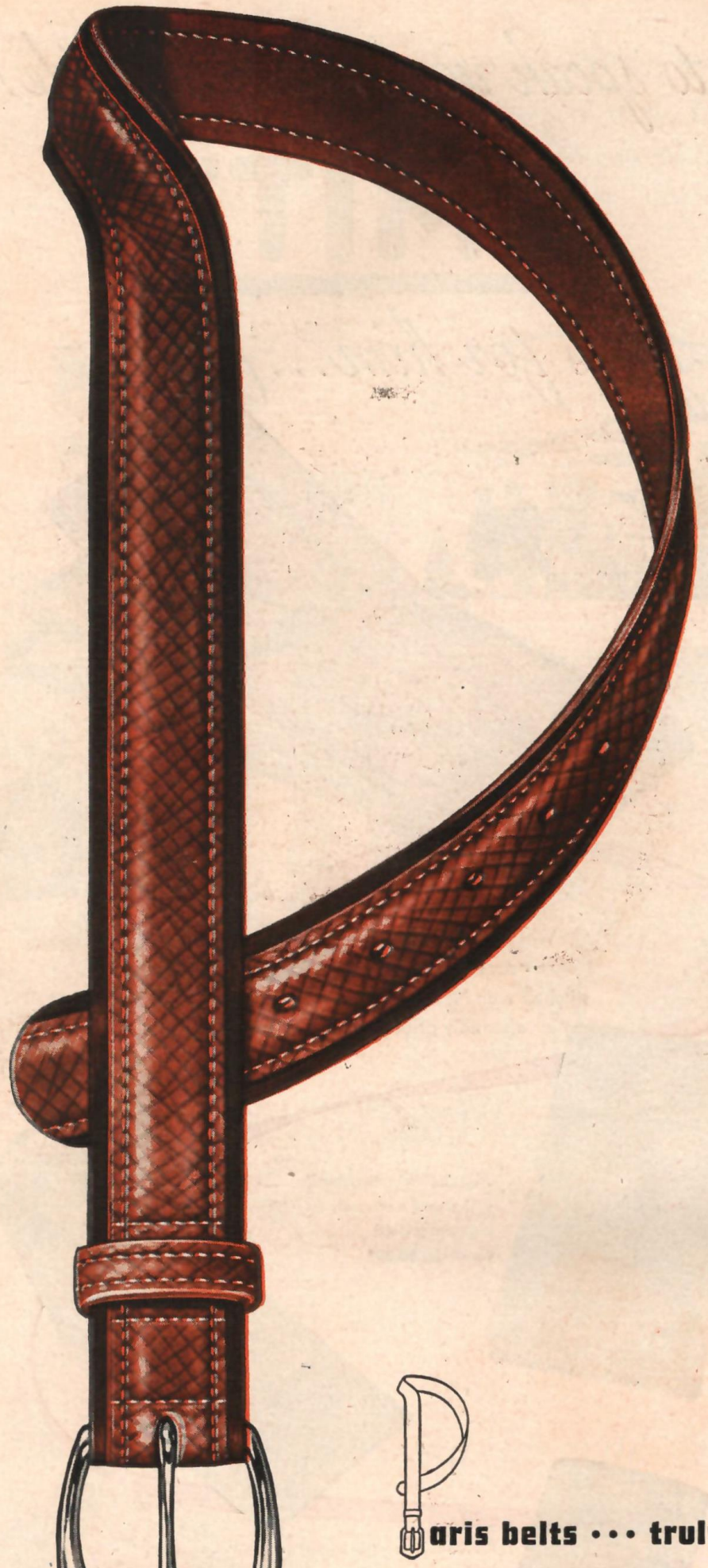
Amity "Key Kaddy" with patented "Swing-Hinge" and individually removable keys, for men or women, in Morocco grain, $1.50*

Automatic Travel Kit, collapses to fit its contents. For men or women, in smooth Cowhide, $10.00*

*All prices plus tax.

AMITY LEATHER PRODUCTS COMPANY

WEST BEND • WISCONSIN



aris belts ••• truly

"Tops" for your trousers

Inlaid leather by "PARIS"*—another brilliant belt creation stylecrafted by master designers. This "Paris" original is selected cowhide bridle with a contrasting color inlay of the finest top grain cowhide. The modernistic buckle is inlaid with leather to match the belt. Available in smart color combinations—at fine stores everywhere —$2.50. Other new "Paris" Belts of fine leather priced at $1.50 and up.

*Reg. U. S. Pat. Off.—A product of A. Stein & Company, Chicago

PARIS BELTS · SUSPENDERS · GARTERS

JAPANESE DIFFICULTY with letter "L" is overcompensated for in "laundry." Chinese and kana characters read, "Kaneko Cleaning and Dyeing Store."

TOKYO SIGNS IN ENGLISH

Japanese shop owners catering to the Americans run into a few difficulties with the language

COMBINED LAUNDRY, scale and name-plate store run by Fukazawa Seikodo (*bottom line of characters above*) corrects "L" error but commits another.

A LIBERAL TRANSLATION of "Generally Glass" is "*Yamada Ita Garasu Ten,*" or "Yamada's plate-glass store." Next line down is his telephone number.

Before the war it was said that there were only three Americans with a full command of the Japanese language. Not so with the Japs, for whom English was a required high-school course right up until Pearl Harbor, when it was banned. Today, with some 170,000 English-speaking conquerors in their midst, it behooves Japanese shopkeepers to brush up again on their syntax. With laudable attempts at salesmanship they have come up with some of the results seen here. Actually three languages are present on almost all these signs: English, Chinese ideograph and kana, a simplified, phonetic tongue invented by the Japanese.

"DRESS ACCEPT TO MEND" is Mr. Toriyama's version of "*Hadagi Kata Shitate Narabini Shuri,*" or "various underwear, tailoring and mending."

CONTINUED ON NEXT PAGE

"Me for CRUSH"

Filtered carbonated water . . . juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup . . . that's Orange-CRUSH!

Orange-
Crush
T M. REG. U. S. PAT. OFF.
CARBONATED BEVERAGE
Flavor Sealed in the Brown Bottle

Keep your score low . . .

your looks at par . . .

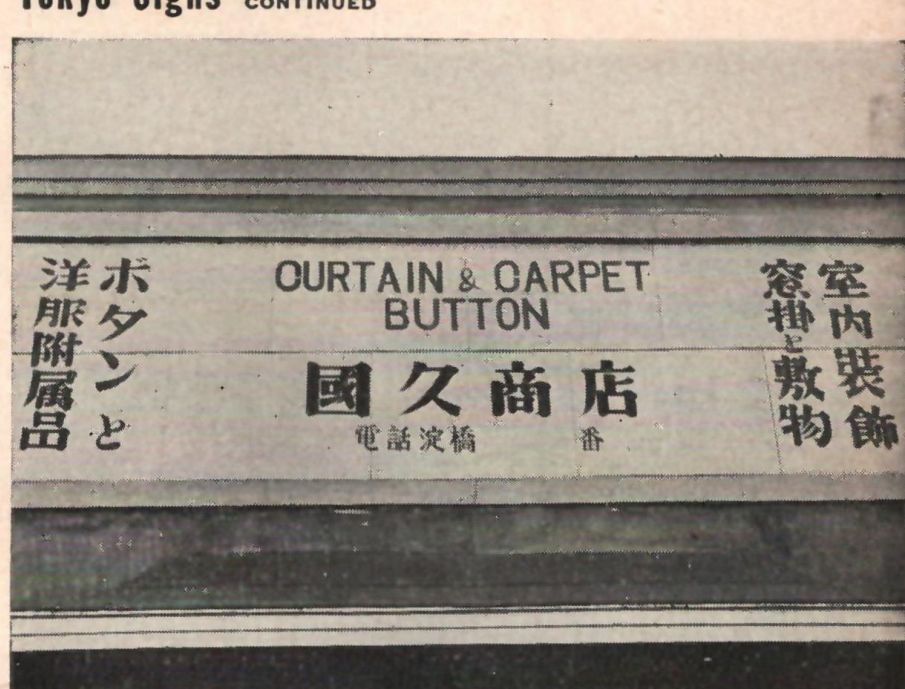
***in the Vacationer by* WINGS**

For sports wear or luxurious loafing, Wings designed the *Vacationer* leisure coat. You'll wear it every day the sun shines — at the club, out fishing, at home — feeling well-dressed, looking well-dressed! In an all-sports Pacific Mills print, Sanforized to wash safely. Bamboo, tan or brown background. Available in long or half sleeves.

WINGS

WINGS SHIRT CO., EMPIRE STATE BLDG., NEW YORK

Tokyo Signs CONTINUED



"KUNIHISA SHOTEN" has a sign in three tongues. The right-hand ideographs read "interior decorating" and "window blinds and carpets," while at the left is "*botan*" ("button" in kana) and "European clothing and accessories."

"SWEET DRINKS" is a translation of "*Amami Kissa*" (*top line*). The next line in phonetic kana reads literally "*Sumakku Aisu Kuriimu*," or "Smack Ice Cream." The bottom line, "*Aisu Kyandi*," is, of course, kana for "ice candy."

MR. TAKEYAMA'S Article of Clothing Store sells *fukuso zakka*, meaning "wearing apparel," as well as *komamono keshohin*, "toilet goods and cosmetics." Tokyo's best customers are GIs buying curios, which Japs spell "curious."

Height of Refreshment!

High on the enjoyment-list... stand tall sparkling *Highballs*... made with *Three Feathers,* ice and soda. This smoother, lighter, richer whiskey—*the finest-tasting Three Feathers in 64 years*—beckons your taste with magnificent flavor in a frosty, cooling drink!

THREE FEATHERS

Reserve

First Among Fine Whiskies

Blended Whiskey 86 proof. 65% grain neutral spirits. Three Feathers Distributors, Inc., N. Y.

EXPERIENCE IS THE BEST TEACHER!

He's one of America's polo "greats"—Texas-born Cecil Smith. Veteran of many a famous international match, he's rated at 9 goals.

Hard-riding, hard-hitting Cecil Smith practically "grew up" with horses; and he's as sure-seated on a polo pony as he is a sure shot with his mallet.

Cecil Smith

FAMOUS INTERNATIONAL POLO STAR

EXPERIENCE IS THE BEST TEACHER IN POLO...AND IN CIGARETTES! CAMELS SUIT ME BEST!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

More people are smoking CAMELS today than ever before in history!

Yes, experience during the war shortage taught millions the differences in cigarette quality.

MAYBE you're in this picture; but even if you're not you'll remember the cigarette shortage. You took any brand you could get... often a different brand every time. That's when millions discovered... by actual experience... the cigarette that suited them best was Camel.

LET POLO STAR Cecil Smith tell you in his own words:

"That cigarette shortage was a real experience. That's when I learned how much I really appreciated Camels. They suit me to a 'T'!"

Yes, a lot of smokers found themselves comparing brands during that shortage.

Result: Today more people are smoking Camels than ever before in history. But, no matter how great the demand:

We don't tamper with Camel quality. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.

YOUR 'T-ZONE' WILL TELL YOU...
T for Taste...
T for Throat...
That's your proving ground for any cigarette. See if Camels don't suit your 'T-Zone' to a 'T'
CAMEL
TURKISH & DOMESTIC BLEND CIGARETTES
CHOICE QUALITY

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Three nationally known independent research organizations asked 113,597 doctors—in every branch of medicine—to name the cigarette they smoked. *More doctors named Camel than any other brand.*

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